

The American Perfumer

and Essential Oil Review

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The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc.
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PROMOTING TRADE RELATIONS BETWEEN CANADA AND THE UNITED STATES

Canada is the second best outside market for American merchandise, taking approximately one-sixth of our exports annually, so that further cultivation of trade relations between the Dominion and the United States is not only commercially desirable, but is the natural sequence of closer social relations that have been growing from little or nothing half a century ago quite near to sympathetic understanding, particularly during and since the World War. The affiliation movement received its greatest impetus some years ago when the late Erastus Wiman, head of the Canadian branch of R. G. Dun & Co., worked enthusiastically for a union of the two countries. His dream of an American Continental Republic probably can never be realized, at least within present generation limits, for there are two obstacles: (1) The legal and other difficulties of secession from Great Britain. (2) Even the "dry" parts of Canada never would consent to the enormous loss of revenue and tremendous increases in taxation that would follow the adoption of Volsteadism in the Dominion.

Intertrade has been growing rapidly in the last few years between the two countries and to meet the growing needs of American business for more detailed information concerning the Canadian market and guidance in matters dealing generally with our trade relationships with that country, the Bureau of Foreign and Domestic Commerce has established a new office at Ottawa under the charge of an American trade commissioner. It is not necessary here to set forth the advantages that obviously will accrue to both countries in this move by the American Department of Commerce. It is all in line with the policy of Herbert Hoover, Secretary of Commerce, and his divisional assistants. Dr. Julius Klein, director of the Bureau of Foreign and Domestic Commerce, has been indefatigable in carrying out Mr. Hoover's ideas and not only have both officials been enlarging the scope of foreign trade information but the Bureau at Washington and in its district and co-operative offices throughout the United States have on file a vast amount of information concerning the Canadian market, which is available to American firms on application.

Nor is that all. *Commerce Reports*, November 3 (a weekly publication issued by the Government), devotes forty pages to Canada, giving chapters on practically all essential subjects that intertraders might wish to know with special reference to Americans who may be interested in the Cana-

dian end. Our own industries are not specifically considered. Some of our American readers now have branch or independent plants in Canada, but the symposium, as it deals with general business conditions, which affect interests in both countries, either directly or collaterally, is of much value.

Copies of *Commerce Reports* of November 3 can be obtained, while the supply lasts, by making application by mail to the Superintendent of Documents, Washington, D. C. The price is 10 cents a copy.

COURTS IGNORE DELICACY IN PERFUMES

In printing elsewhere in this issue the text of the United States Circuit Court's decision in the Coty vs. Prestonettes litigation, we are responding to numerous requests for information on the status of the suit. Inquiries have come from Canada, as well as from this country. Some of our correspondents have received information that diametrically disagrees as to the effect of the litigation. Circuit Judge Manton reviews the issues clearly, concisely and authoritatively in a court judgment that probably will stand, for it is unlikely an appeal may be taken to the United States Supreme Court, which already has passed once on the claims of the litigants.

For our readers who are only interested in a general way, the point of the opinion is the reiteration of the dictum of the United States Supreme Court that the delicacy of the perfume involved in the litigation gave no super rights to the litigant, quoting this phrase: "It is the genuineness of the article which determines the legal right and not its delicacy."

GIVING THE PUBLIC WHAT IT WANTS

Leroy Fairman in an article on "Finding Out What the Public Wants," printed elsewhere in this issue, pens a true picture of some prospective manufacturers of toilet goods, as well as other new commodities, in so far as they are unable to view both sides of the proposition of ultimate consumer demand, but build first upon their own conception of how they should approach the public and how the public ought to respond to their particular invitations to part with cash for something, some stranger to them thinks they ought to buy. It is like the old story of asking a friend to luncheon when he is not hungry and hoping he will pay the bill, except that in the case under comment the promoter probably is not even an acquaintance.

There are both false and right ways of ascertaining the chances of success for any new commodity, in our trades, or out of them, that must depend in the last analysis on the willingness of the potential users to buy them. These are outlined by Mr. Fairman in a way that will be helpful to newcomers and of possible benefit to long-time manufacturers.

GROUP LIFE INSURANCE FOR EMPLOYEES

When J. D. Whitney, publicity manager of the Travelers' Insurance Co., sent us the other day a handsome booklet on the subject of group life insurance for employees, a comparatively new form of cementing the *entente cordiale* between capital and labor, regarding which we had been making inquiries, we were attracted to its perusal by the frank statement that "it is, of course, an advertisement" for his company, "but it contains many interesting facts about employment problems." Although group insurance is only a

Thanksgiving Thanks

(Written for This Journal)

By JAMES EDWARD HUNGERFORD

There's frost upon the window-pane—
A gleam in ev'ry flake;
There's ice upon the weathervane,
An' icin' on the cake;
There's ice-cream in the freezer,
An' there's ice upon the ground,
An' each gust o' wind's a wheezer—
Pilin' snow up in a mound!

The ol' kitchen range is goin',
With a rumble an' a roar,
An' the lids are fairly glowin',
An' it's eatin' wood galore!
House is hotter than an ember—
Makes a mortal fairly fry!
Out-o'-doors, it's late November—
In the house, it's mid-July!

There's a smell o' turkey bakin',
An' o' spices, in the air,
An' o' mince-pie, in the makin'—
Makin' palates "itch," for fair!
An' the scent o' sweet vaneller,
An' o' orange an' lemon, too,
'Til it fairly thrills a feller—
Makes him hungry, through an' through!

Pretty nearly time for dinner!
Soon the folks will gather 'round,
An' the "outer" man, an' "inner."
In life's blessin's will abound!
An' we'll all be glad we're livin',
On this good earth here below,
As we give thanks for Thanksgivin'—
Hearts with gratitude aglow!

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dozen years old more than 8,000 employers, each one with more than 50 employees, and one with more than 100,000 employees, are now carrying this insurance for 2,250,000 workers.

It has been a general impression, in which we have shared, that this form of industrial beneficence was costly and impracticable without levying assessments on the beneficiaries. As the system has worked out it appears that the cost is approximately one per cent of the payroll and 80 per cent of the employers carry the entire burden, finding it a paying investment in promoting and developing potential good-will, with all that this implies in better work and banishing the old tragic local verdict: "He worked years for ——— & Co., but hadn't got enough to pay for his funeral or give his family a chance to make a new start after he died." There is too much of interest in the scheme to say more here, but every employer of more than a handful of workers will benefit by reading the booklet.

MERCHANTS' ASSOCIATION YEAR BOOK

The 1924 Year Book of the New York Merchants' Association, which has just been received, gives an outline of what has been accomplished by this progressive and energetic organization in promoting the interests of its members and the trade and welfare of the metropolis. The objects of the association are commendable and merchants not now members would do well to get interested. Among the nearly 7,350 members listed are the following of interest to our readers:

Perfumes and Toilet Preparations.—Harriet Hubbard Ayer, Inc., Charles Baez, George Borgfeldt & Co., A. Bourjois & Co., Inc., California Perfume Co., Colgate & Co., Coty, Inc. (B. E. Levy), Daggett & Ramsdell, Elcaya Co., Inc., Ferd. T. Hopkins & Son, Richard Hudnut, Lanman & Kemp, Inc., Lehn & Fink, Inc., Maurice Levy, Louis K. Liggett Co., Inc., McKesson & Robbins, Inc., Solon Palmer, Parfumerie Ed Pinaud, Park & Tilford, Parfumerie Rigaud, Parke, Davis & Co., Schieffelin & Co., Alfred H. Smith Co., V. Vivaudou, Inc., Frank M. Prindle & Co., M. Stein Cosmetic Co., Northam Warren Corporation, J. R. Watkins Co., Inc., Roger & Gallet (Paul L. Depland), Woodworth, Inc., Mulhens & Kropff, Inc., Henry C. Miner Estate, Inc.

Soap.—B. T. Babbitt, Inc., Walter Janvier, Inc., Packer Mfg. Co., Procter & Gamble Co., Procter & Gamble Distributing Co., John T. Stanley Co., Inc., Kirkman & Son, Bon Ami Co., Inc.

Soap Materials.—Mathieson Alkali Works, Inc., Welch, Holme & Clark Co., Marx & Rawolle, Sloan & Russell, Inc., Spencer Kellogg & Sons, Inc., E. N. Hall, George E. Sherman Co., Inc., Cook & Swan Co., Swan & Finch Co.

Essential Oils.—W. J. Bush & Co., Inc., Dodge & Olcott Co., Fritzsch Brothers, Inc., August Giese & Son, Heine & Co., George Lueders & Co., Morana Incorporated, Magnus, Mabée & Reynard, Inc., Pfaltz & Bauer, Inc., L. Someborn Sons, Inc., Ungerer & Co., Inc., Belgian Trading Co., Inc., Ernst Bischoff Co., Inc.

Talc.—Binney & Smith Co., Whittaker, Clark & Daniels, Inc., Hammill & Gillespie, Innis, Speiden & Co., Willis H. Booth (Sierra Talc Co.).

Labeling Machines.—Edward Ermold Co.

Vanilla Beans.—Thurston & Braidich, Dodge & Olcott Co., Gomez & Sloan, Inc.

Adhesives.—Arabol Manufacturing Co.

Cans, Tubes and Other Containers.—American Can Co., White Metal Manufacturing Co., Metal Package Corp., Scovill Mfg. Co., Brass Goods Mfg. Co., Robert Gair Co., Empire Paper Products Co.

Paper.—Bendix Paper Co., Domestic Mills Paper Co., Louis Dejonge & Co., Martin Cantine Co., United Mfg. Co.

Lithographing.—George Schmitt & Co., Inc.

Collapsible Tube Printing Machines.—Fuchs & Lang Mfg. Co.

Seals.—Dennison Mfg. Co.

Drugs and Chemicals.—H. J. Baker & Bro., Hooker Electrochemical Co., Innis, Speiden & Co., Inc., Grasselli Chemical Co., General Chemical Co., National Aniline & Chemical Co., Inc., Pacific Coast Borax Co., Roessler & Hasslach Chemical Co., H. R. Lathrop & Co., Inc., E. Fougere & Co., Inc., Stanley Jordan & Co.

Importers Toilet Articles.—Geo. E. Evans Co., E. Dupont & Cie. (F. E. O'Callaghan), Houbigant, Inc., Givlio Gommi.

Toilet Trade Articles and Materials.—F. R. Arnold & Co., American Sponge & Chamois Co., Frederick H.

OUR ADVERTISERS

W. J. BUSH & CO., INC.,
370 Seventh Avenue, New York

AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW,
14 Cliff Street, New York City.

Gentlemen: We are very pleased to reply to your inquiry regarding our experience with THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW.

It is the opinion of the writer that advertising in trade papers as a general rule is not valuable. In the case of your journal our experience, we are pleased to say, has been quite the reverse as our advertisements have frequently resulted in bringing us new friends and opening up new business.

We attribute this to the very fine way the paper is edited and the high standard of advertising which is maintained in it. Yours very truly,

W. J. BUSH & CO., INC.,
R. RIGHTON WEBB, Sales Mgr.

Cone & Co., Florence Mfg. Co., Holton & Adams, Inc., L. Reusche & Co., Kay & Ellinger, Adolph Klar, C. Nestle Co. (Charles Nessler), Manicure Novelty Mfg. Co.

Dentrifices.—I. W. Lyon & Sons, Inc.

Bottles.—Illinois Glass Co., Whitall-Tatum Co.

Corks.—Armstrong Cork Co.

Alcohol.—U. S. Industrial Alcohol Co.

Flavoring Extracts.—E. R. Durkee & Co., Jones Brothers Tea Co., Inc., I. Lefkowitz & Sons, Inc.

Bakers' and Confectioners' Supplies.—Charles J. Stevenot & Co., Magnus, Mabée & Reynard, Wm. H. Baker, Inc.

Disinfectants.—West Disinfecting Co.

Also, AMERICAN PERFUMER & ESSENTIAL OIL REVIEW.

JUBILEE YEAR FOR ARTIFICIAL VANILLIN

The present year marks the jubilee of vanillin, the first artificial production of this extensively used flavoring synthetic having been recorded by Tiemann & Haarmann in 1874. It is appropriate therefore that Dr. Percy May, D.Sc. (London), F.I.C., should trace in the October number of the *London Perfumery & Essential Oil Record* the various methods of production of artificial vanillin that have been proposed or put into operation in the half-century. The article is illustrated with chemical symbols and references are given.

Outlines Progress in Perfumes and Cosmetics

Louis M. Roeg, Research and Mfg. Chemist, Baltimore, Md.

A few words about your most excellent journal. I have been a constant reader of it for fourteen years. The interesting pages from cover to cover, especially the advertisements, and the sections and articles also, I have enjoyed every month. The value I have received therefrom would be an outline of the advance in synthetic perfume chemistry for the last dozen years, and an outline of the progress of cosmetics, soaps and flavoring materials.

Besides carefully scanning the text pages of this journal every month our readers will find much information, usually of considerable value, in the advertising announcements.

SURVEY OF FOREIGN TRADE TOILET GOODS MARKETS

Commerce Department Agents Make Timely Reports on Opportunities;
Some Valuable Hints for Our Manufacturers Who May Wish to Expand

IN GREECE MEN, AS WELL AS THE WOMEN, ARE CUSTOMERS FOR PERFUMES

A. H. Swift, of the Chemical Division of the Department of Commerce, has surveyed Greece as a chemical market. A special chapter on it is devoted to "Toilet Preparations Manufactured and Imported." He finds that the Greeks run rather true to type in the use of toilet preparations and are especially addicted to perfumes. Men as well as women of the so-called middle and upper classes are large users of these articles.

With the exception of the manufacture of small quantities of eau de cologne and other inferior grades of perfumes, such as musk, rose, and lavender, the domestic industry has not assumed the importance it might have done—especially, considering the fact that alcohol and orange and lemon extracts, which are the principal ingredients of the Greek eau de cologne, are obtainable locally. Although accurate statistics are not available, it is estimated that there are upward of 20 small plants throughout the country producing low grades of eau de cologne. The output is limited, however, and serves exclusively local demands. A number of small druggists also make eau de cologne for sale in their own shops, while perfumes are made in the home, for home use only and not for sale. The individuals gather the flowers, place the petals in hermetically sealed bottles containing pure water, and set these bottles in the sun. After a couple of weeks the product is ready for use.

During 1921 a Russian manufacturer of nearly 20 years' experience established a factory near Piraeus, and since that year has expanded his activities until at present his products, which include many brands of all kinds of toilet preparations, are popular not only throughout Greece but also in the neighboring Balkan countries.

With the exception of dentifrices, French toilet goods of all kinds are preferred to any other make. Out of a total importation of 761,864 kilos of all toilet preparations, 475,429 kilos were received from France; Germany furnished 56,735 kilos; the United States, 221,290; and Great Britain, 2,345.

American dentifrices predominate in Greece, the United States having supplied approximately 221,000 kilos out of a total of 481,000 in 1923.

Toilet Preparations Market in Italy

A demand for toilet preparations exists in Italy, but the market is extremely competitive, and it is stated that where in a few instances foreign makers other than French have succeeded in introducing their products this has been at the cost of very great effort and by offering of goods at prices which would appear to leave no margin of profit, having in view the sole object of getting a foothold, writes Commercial Attache H. C. MacLean, Rome. Toilet preparations are sold not only by druggists but also largely by hairdressers, barbers, and shops that specialize in perfumery and similar articles. Owing to the highly competitive condition of the market success will depend largely on the quality of salesmanship that is displayed. The maintenance of stocks from which prompt deliveries can be made is also, essential.

Advantages of Listening Less to One's Own Talk

Silent Partner advises that the egotist would learn more if he would only listen less to himself. The intelligent man lets the other fellow talk. The feeling that one must keep talking to be entertaining may spoil a chance to learn something. The more one says the less chance one has to think what is best to say. But all rules have exceptions.

PARAGUAY WANTS OILS AND RAW MATERIALS TO MANUFACTURE TOILET SOAP

Consul Digby A. Willson, at Asuncion, Paraguay, makes an extremely interesting report from one of the sources of petitgrain oil. Paraguay apparently wants lots of other soap ingredients. Consul Willson says in part:

The soap industry of Paraguay is becoming more important each year, as the importation of toilet soap declines. Although the industry was adversely affected by the revolution and the high prices asked for coconut oil during 1923, production increased. The demand is reported to have been better toward the latter part of the year than at any time in postwar years. Imports of washing soaps from the United States increased in 1923 as compared with 1922.

The production of oils and essences is gradually becoming an important factor in Paraguay's industrial life. It has almost doubled since 1913. Only 7 per cent of the production of coconut oil left the country, the greater percentage of it being used in the domestic manufacture of soap.

The demand for all classes of oils has increased considerably since 1913 and Paraguay should offer a good market for American products of this kind. The trend of imports has been turning to Germany in late months, but it is believed the United States will be able to hold its own if not increase its position this year.

Hungary as a Market for Our Specialties

Consul General George Horton, at Budapest, says that merchandising in Hungary is highly specialized, and customers desiring any special article usually hunt up one of the many shops in which that particular line of goods is sold.

There are in Hungary wholesale and retail stores but no jobbers. The manufacturers largely sell to wholesalers, but a few of them maintain their own sales organizations or contract with one of the banks for the distribution of their products. Wholesalers and importers sell direct to the retailers.

The Hungarian markets have been shut to the goods of the United States practically since 1914 until lifting of restrictions began recently. The restrictions which have been imposed have practically precluded the possibility of Hungarian merchants acquainting themselves with the highly developed specialties of America. The depreciated value of the currency has likewise made it impossible for Hungarian business men to maintain an intimate contact with American markets and products by occasional visits to the United States. Practically all merchants agree that the Hungarian markets should absorb a considerable volume of American specialties which are either unknown or not sold in these markets at present, but for which they believe a large and steady demand could be created. They insist, however, that the initiative must come from the American manufacturer or exporter who must be prepared to appoint a representative with full authority to act in all questions to which the frequent change of conditions in this country give rise.

Budapest has only two small department stores, but they bear little resemblance to such marts in America.

Drug stores carry soaps, perfumes and toilet articles. Drogeria are stores that do not fill prescriptions, but sell chemicals, paints and toilet articles. There are toilet-article shops which specialize in combs, brushes, cosmetics, shaving and manicure supplies.

TRADE AND TARIFF FEATURES AT WASHINGTON

Large Increase Reported in October Imports of Synthetic Aromatics; Commerce Department Expands Its Activities to Promote Business

WASHINGTON, November 17.—Powers of the Federal Trade Commission in connection with the affairs of private business have been further defined recently and are due for additional attention in the near future by the Supreme Court of the United States.

The attempt of the commission to interfere with trade practices was dealt a blow by the Supreme Court when it refused to review a decision against the commission by the federal courts in New York in the National Biscuit Company case regarding the granting of graded discounts to its customers. This was one of the important test cases in which the commission has sought to prohibit a class of trade practices.

Two other test cases affecting the powers of the commission are due for an early decision by the Supreme Court. Both of these cases involve the commission's right to inquire into private affairs of business companies. These cases are the Claire Furnace Company case and the Baltimore grain case. Both proceedings were instituted by business interests which sought to challenge the right of the commission to call for private trade information.

In the National Biscuit Company case the Federal Trade Commission sought to establish the principle that manufacturers in arranging their discounts must treat all customers alike. The commission held that owners of large stores and chain stores obtained an undue advantage over smaller establishments in competition with them under the practice of the National Biscuit Company in limiting discounts of five, ten and fifteen per cent. dependent upon the volume of monthly purchases, to the owners of one or more stores, including those operating chain stores. Objection was advanced by those complaining of the practice that the discounts were refused on purchases made by associations or combinations of independent stores.

Retail Associations Allied With Trade Board

On the side of the Federal Trade Commission in this particular case were the national retail organizations of druggists, clothiers, hardware dealers, jewelers, and shoe dealers. All of these associations joined in a petition as friends of the court urging discontinuance of a practice which they alleged could only benefit chain stores.

The Federal Trade Commission in seeking a review of the decision of the lower court said that it was highly important to obtain from the Supreme Court an authoritative interpretation as to whether the prohibitions of the Clayton act against discriminations which substantially lessen competition apply to these particular practices.

The Baltimore grain cases grew out of the inquiry by the commission, at the instance of the Senate, into the foreign and domestic grain situation, in which the shippers, in refusing the agency's request for data, denied the right of Congress, either by itself or through the Federal Trade Commission, to compel private companies to produce information from the companies' books of account with reference to foreign commerce in order that Congress might learn through such a federal inquiry whether remedial laws were required for "the welfare of the nation."

In the other pending test case, the Claire Furnace litigation, there is represented a solid alignment of the principal steel producing companies of the country against the asserted right of the commission to require preiodical reports of primary and auxiliary producing lines as to stocks on hand, sales, prices and other information which would show any unreasonable increase in prices from time to time as a basis for possible government prosecution under the anti-trust laws.

The Federal Trade Commission during the last two years has met defeat in several important pieces of litigation involving its powers over business.

Antagonists of the commission won their greatest victory last year by obtaining a ruling by the Supreme Court in the now famous tobacco cases in which the court denied the federal agency the power to conduct "fishing expeditions" into private business affairs. The decision in the commission's proceeding against the P. Lorillard and American Tobacco Companies was couched in strong and illuminating lay language with few legal phrases to cloud the intent of the court.

The issue against the commission generally is conceded to be the question whether federal trade laws, including those directed against trusts, monopolies and lately, trade associations, should be interpreted and administered liberally or strictly. Up to the present, the government has contended for a strict administration of these laws to avert the feared evils of monopolies, artificial price control and similar trade abuses. Business complains that a strict enforcement by such laws is not in keeping with the intention of Congress.

Foreign Trade Bureau Expands Service

The Bureau of Foreign and Domestic Commerce has announced plans for an expansion of its foreign service under larger appropriations made available by Congress for the current fiscal year. It is proposed to provide more direct and complete service to American industry in marketing goods abroad through the strengthening of the chain of foreign trade promoting offices. Eight new units have been established at Ottawa, Canada; Hamburg, Germany; Stockholm, Sweden; Helsingfors, Finland; Bombay, India; Canton, China; Montevideo, Uruguay; and San Juan, Porto Rico. These new offices will be in charge of Trade Commissioners L. W. Meekins, E. C. Squire, T. O. Klatz, E. A. Kekich, J. E. Miller, O. S. Watson, L. B. Clark, and L. W. James.

In a statement Dr. Julius Klein, director of the bureau, expressed the belief that the results already attained through the activities of the existing offices were so substantial that the new additions were deemed essential in regions "whose markets and currents of trade deserve close observation and consistent, energetic trade-promotive effort."

"The work performed by the bureau's offices abroad—which now number 40—is manifold in character," said Director Klein. "Each of the foreign offices prepares periodic and special reports on trade topics, supplies information and advice in response to specific inquiries by letter, satisfies the requirements of those who call in person for trade data or for guidance, conducts such investigations as seem timely and appropriate under existing economic conditions, adjusts commercial disputes between foreign officials and firms on the one hand and American firms on the other, arbitrates difficulties where such service is requested, warns of any seemingly illegitimate phases of foreign competition or any possibly discriminatory proposals, and in general constantly facilitates such contacts and connections as will result in increased sales of American merchandise."

"The bureau's representatives abroad are commercial 'scouts,' ever alert to watch for openings for American commerce and to promote the interests and increase the profits of our exporters."

Budget Bureau Rebuffs Tariff Board

The Tariff Commission has been making efforts to obtain increased appropriations, but thus far without success. The Budget Bureau has frowned on the request of the commission for an appropriation which will be adequate to permit investigations into the numerous cases pending under the flexible tariff.

Financial needs of the commission have been explained to President Coolidge by Thomas O. Marvin, chairman of the commission. The budget estimates as approved by the

Budget Bureau are submitted to Congress early in December by the President. As a general proposition the President has approved the policy of trimming estimates of all government agencies.

The President was informed by Mr. Marvin that Director of the Budget H. M. Lord has held the commission down to an estimate for the fiscal year 1926 lower than the \$671,000 total appropriated for the current fiscal year of 1925. A minimum of \$1,000,000 is necessary for the fiscal year 1926, Mr. Marvin said, if the work of the commission is to be kept up to date.

Appropriations for the fiscal year 1924 amounted to \$742,000. With this amount, Mr. Marvin said, it was impossible to act on about eighty applications for investigations out of 183 filed. During that year, ending June 30 last, Mr. Marvin said that forty investigations were ordered and sixty applications were disposed of without investigations.

Since June 30 fifteen new applications have been filed and only one or two new investigations ordered. There are thirty-seven investigations now under way. Mr. Marvin said that the inquiries instituted during the last few months, such as those relating to butter, swiss cheese, halibut and vegetable oils, will require most of the funds available for the current fiscal year. It will be impossible, he said, to commence any new investigations requiring extensive field work during the remainder of the current fiscal year unless new appropriations are made available. Mr. Marvin told the President that a supplemental appropriation ought to be granted during the current year besides a larger amount for the next year.

Mr. Marvin said that whether or not additional funds should be made available is a matter of administration policy. He said he would make no further protests if the President desires no greater activity under the flexible tariff than is possible under present appropriations.

Will Seek Ruling on Flexible Tariff's Validity

A further effort to obtain a ruling on the constitutionality of the flexible tariff is being made in the case brought by the Norwegian Nitrogen Products Company against the Tariff Commission. The District of Columbia Supreme Court decided the case adversely to the company, a manufacturer of sodium nitrite, and an appeal is now pending before the Court of Appeals of the District of Columbia. The primary issue involved in the case was the right of the sodium nitrite importer to obtain information dealing with costs of production of domestic producers in the hands of the Tariff Commission.

Incidentally, Marion De Vries, former judge of the United States Court of Customs Appeals, who is counsel for the Norwegian Nitrogen Products Company, sought to have the court pass on the constitutionality of the flexible tariff. The lower court failed to do so and Mr. De Vries has renewed his effort to obtain a judicial review of the validity of the act in the upper court. His efforts are being supplemented by a motion filed by the National Council of American Importers and Producers, Inc., for permission to intervene in the case. This organization of importers in asking to appear as amicus curiae declares that its members are highly interested in the question of the constitutionality of the flexible tariff and that they desire to be heard. The position of the importers is that there should be an early determination of the issue of constitutionality.

Large Increase in Synthetic Aromatic Imports

Imports of synthetic aromatic chemicals for the month of October were 12,863 pounds with an invoice value of \$45,204. This was three times the total of September and nearly double the amount imported in August, which was the record month of the year up to that time. Imports of all coal-tar products showed a great increase in October, which was the first full month under the fifteen per cent reduction in the ad valorem rate of duties, which became effective September 22, or two years following the enactment of the present tariff law.

An increase of 259 per cent in imports of dyes and similar increases in other coal-tar products was due, according to the monthly summary of the Tariff Commission and the Bureau of Foreign and Domestic Commerce, not only

to an increased flow of imports on account of the lower duties but also to a large withdrawal from bonded warehouses of goods held awaiting the lower rates.

In our last issue a misprint made the September imports \$1,418, instead of \$14,518. Imports of synthetic aromatics for this year compare as follows:

Pounds Value		Pounds Value	
January	3,448 \$8,854	June	4,895 10,500
February	2,299 5,930	July	4,537 7,766
March	4,145 8,182	August	7,108 16,853
April	3,228 5,058	September	3,621 14,518
May	4,002 15,943	October	12,863 45,204

The monthly tabulation of imports of synthetic aromatic chemicals follows:

Name of Chemical	Quantity		Invoice Value	Per Cent by Country of Shipment
	Pounds	Ounces		
Acetophenone (c.)	260	Switzerland, 100%
Acetyloluene (n. c.)	2	3	...	France, 100%
Amyl salicylate	420	France, 52%
				Germany, 48%
Anisic aldehyde (c.)	161	Holland, 68%
				France, 32%
Benzic acid, natural (c.)	100	England, 100%
Benzophenone (n. c.)	5	Holland, 100%
Benzyl acetate (c.)	2,037	6	\$776	Germany, 64%
				France, 24%
				Holland, 12%
				Switzerland, 50%
Benzyl benzoate (c.)	806	...	459	Germany, 25%
				Holland, 21%
				France, 4%
Benzyl valerianate (c.)	...	1	...	Holland, 100%
Bromistyl	126	Holland, 91%
				France, 9%
Cinnamic aldehyde (c.)	150	Holland, 100%
Cycocenne (n. c.)	42	France, 100%
Diethyl phthalate (c.)	1,100	Switzerland, 100%
Diphenyl oxide (c.)	35	Holland, 100%
Cardinal (c.) ¹	264	Holland, 100%
Heliotropine crystals (c.)	155	Switzerland, 65%
				Holland, 35%
Hyacinth absolute (c.)	110	Holland, 100%
Hyacinth Comp. (c.)	215	Holland, 91%
				France, 7%
Jacintine (c.)	22	France, 100%
Jacintine absolute (c.)	100	Switzerland, 100%
				Germany, 53%
				Switzerland, 35%
				France, 12%
Methylacetophenone (c.)	94	...	116	Holland, 52%
				Switzerland, 48%
				Switzerland, 100%
Methylanthranilate (c.)	105
Methylbenzoate (c.)	15
Methylbenzylacetaldehyde (n. c.)
Musk ambrette pure (n. c.)	50	Holland, 100%
Musk ambrette (n. c.)	1,092	...	6,479	Switzerland, 100%
				Switzerland, 92%
				Holland, 8%
				Switzerland, 75%
				Holland, 22%
				France, 3%
Musk ketene (n. c.) ²	400	14	3,175	France, 100%
Musk ketone, synthetic (n. c.)	3	5	...	Switzerland, 100%
Musk FC (n. c.)	1,906	Switzerland, 100%
Musk xylene (n. c.)	911	...	1,846	Holland, 100%
Musk xylene, synthetic (n. c.)	56	Germany, 100%
Musk xylene residue (n. c.)	100	England, 100%
Musk residue (n. c.)	135	Holland, 81%
				England, 19%
Neroline (b-naphthol ethyl ether)	55	Holland, 100%
Oleo musk	50	Holland, 100%
Phenylacetic acid (c.)	132	France, 83%
				Switzerland, 17%
				Holland, 73%
				France, 27%
				France, 35%
				Switzerland, 31%
				Germany, 27%
				Holland, 7%
Phenylethyl alcohol (c.)	1,477	8	3,119	...
Phenylethyl alcohol Extra G (c.)	25	France, 100%
Phenylethyl butyrate (c.)	2	Holland, 100%
Phenylethyl propionate (c.)	3	Holland, 100%
Skatol (b-methylindol) (n. c.)	...	4	...	Holland, 100%
Vanilline (c.)	22	Holland, 100%

¹ Port of Chicago.

² 11.9 pounds from Port of Buffalo.

(c.) Competitive.

(n. c.) Non-competitive.

(Continued on Page 492)

INDUSTRIAL ALCOHOL USERS LINE UP FOR FIGHT

**New Allies Come to Help Defeat the Unjust Cramton Legislation;
Defeated Dry Senator Pulled Off Favorable Report in the Senate**

WASHINGTON, November 17.—Forces opposing the Cramton bill establishing a separate prohibition bureau in the Treasury Department distinct from the Internal Revenue Bureau are organizing their fight against the measure. A plan of action was formulated at a conference on November 10 attended by a dozen or more representatives of the leading organizations of industries which use industrial alcohol.

P. Samuel Rigney, of the Synthetic Organic Chemical Manufacturers' Association, was chairman of the conference and W. L. Crounse, representing the American Manufacturers of Toilet Articles, was secretary.

Under the program mapped out an immediate effort will be made when Congress reconvenes in the coming short session to have the Cramton bill referred by the Senate back to the judiciary committee. Hearings before the committee then will be sought with a view to thorough consideration before the bill is reported back to the Senate. Amendments will be proposed in committee with a view to the elimination of objectionable features in case it is impossible to kill the bill outright. It is the purpose to prevent final action if possible before March 4, when the present Congress comes to an end and at which time the bill will die if it has not then passed through all the stages.

Unfair Tactics May React on Dry Leaders

It is believed that conditions are fairly favorable for getting the bill back in the hands of the Senate Judiciary Committee. The circumstances under which the bill reached the Senate calendar in the closing days of the session last June are such as to embarrass the advocates of the measure in case they attempt to force its passage without committee hearings.

It is recalled that the bill after being reported from the House Committee on Judiciary was passed in the House about three days before the end of the session. A unanimous committee report had been obtained in the House through what was later said to be a misrepresentation on the part of the advocates of the bill. The bill then was brought up without notice on the floor of the House in circumstances which prevented the offering of any amendments and limited the debate to forty minutes. The bill was put forward with the backing of the Anti-Saloon League and although some drys rebelled against the practices employed in expediting the measure it obtained the necessary votes.

The bill then was rushed over to the Senate, where opponents took it for granted that action could not be obtained in the two days remaining of the session. The sponsors for the bill, however, made an effort to obtain final passage, even though there was no opportunity for committee consideration and although there was the usual congestion on the Senate calendar accompanying the close of the session.

The bill reached the Senate from the House late Thursday night of the final week of the session, with adjournment set for seven o'clock on Saturday night. The Senate Judiciary Committee had adjourned for the session. Senator Sterling of South Dakota, dry leader in the Senate and member of the Judiciary Committee, obtained the consent of the late Senator Brandegee, chairman of the committee, to poll its members on the Cramton bill.

Dry Senator on the Job at 7 A. M.

It is understood that Senator Sterling obtained this permission by calling Senator Brandegee at his house at seven o'clock in the morning on Friday. Senator Sterling is said to have told Senator Brandegee that there was no opposition to the bill and that the administration was anxious to have it passed as an emergency measure. Senator

Sterling polled the committee Friday morning and after some difficulty obtained enough signatures. Two or three drys of the committee, including Senator Overman of North Carolina, refused to sign the committee report because they considered the method employed unfair.

According to opponents of the bill not a single member of the Judiciary Committee with the exception of Senator Sterling ever had seen its text.

When the Senate met at noon on Friday Senator Sterling reported the bill from the Judiciary Committee and moved immediate consideration and passage. Objection was made by Senator Bayard of Delaware that under the rules a bill could be considered only by unanimous consent on the same day as the presentation of the committee report. As a result of this objection consideration went over until Saturday. Senator Sterling throughout Saturday sought opportunity to obtain action, but opponents of the bill had several Senators lined up who had agreed to filibuster against it if it came up.

As the situation now stands the Cramton bill has been passed by the House and is on the calendar of the Senate awaiting action. Under the plan of opponents of the bill the various organizations are to bombard Senators with requests that the bill be sent back to committee for proper consideration. It is reported as very probable that the new chairman of the committee, whoever he may be, will agree that this course should be followed and that he will ask unanimous consent of the Senate to send the bill back to committee. If he does so the action will be taken as a mere formality and there will be no occasion for discussion or a vote on the floor of the Senate. If the new chairman fails to follow this course opponents of the bill will present a motion to recommit the measure and will call for a roll call on the motion is necessary.

Two Deaths Affect Chairmanship

The committee chairmanship, which was made vacant when Senator Brandegee committed suicide, will be filled as soon as Congress convenes in December. The ranking Republican member is Senator Borah of Idaho, who, however, is expected to be made chairman of the Foreign Relations Committee to succeed the late Senator Lodge. If Senator Lodge had not died Senator Borah probably would have taken the Judiciary Committee chairmanship.

It is reported as quite likely that Senator Cummins of Iowa, who is next in order on the committee, will be a man at least for the balance of the present Congress. Senator Cummins may desire in the next Congress to return to his old post as chairman of the Interstate and Foreign Commerce Committee. Next below Senator Cummins in seniority is Senator Sterling, who is to retire from the Senate on March 4, and then comes Senator Norris of Nebraska, who is already chairman of the Committee on Agriculture, and Senator Ernst of Kentucky, who is now chairman of the Committee on Patents.

There is a possibility that Senator Cummins, who will continue to serve as President pro tem of the Senate until March 4 and whose health is none too good, may prefer not to assume the chairmanship of the Judiciary Committee and that Senator Norris will be glad to take the place on the theory that it is a promotion from the chairmanship of the Committee on Agriculture.

Opponents of the Cramton bill would be glad to have Senator Cummins appointed as chairman of the committee. While Senator Cummins lines up for most measures endorsed by the Anti-Saloon League his reputation for fairness is such that there is an impression that he may favor sending the bill back to committee.

The opponents of the Cramton bill at the recent conference took the position that the bill should be opposed flatly and that it was useless to attempt to obtain compromise amendments. However, it is assumed that some amendments will be proposed in the committee with a view

to taking the industrial alcohol division entirely away from the proposed prohibition bureau and placing it entirely under the Secretary of the Treasury or retaining it in the Internal Revenue Bureau. Under the bill as it stands this division is to be headed by an official appointed by the Secretary of the Treasury but the prohibition commissioner would have authority over the division.

If the Cramton bill goes back to committee it is regarded as a certainty that hearings will extend through the greater part of December and that it will be impossible for the supporters of the measure to get it back to the Senate calendar before some time in January and possibly not until February. The Senate calendar then will be crowded with appropriation bills and other measures which must go through before adjournment and opponents of the Cramton bill should have a fairly easy time in filibustering against it and preventing action before March 4.

Supporters of the bill probably will seek to prevent any amendments in order that action by the Senate will be final. In case the Senate amends the bill in a way that is satisfactory to the Anti-Saloon League it is assumed that sponsors of the measure would seek concurrence by the House in Senate amendments, thus avoiding sending the bill to conference. Sending the bill to conference would furnish a further opportunity for opponents to block action when final approval of the conference report in the Senate was necessary.

Opponents of the bill realize that they have a hard fight on their hands inasmuch as the bill in general has been approved by officials of the Treasury Department.

The organizations of users of industrial alcohol are now lined up practically solidly against the bill. The latest organization to declare its intention to participate in the fight against the bill is the Shoe Polish Manufacturers' Association, whose members use large quantities of specially denatured alcohol.

Several additional conferences on the Cramton bill are scheduled to be held by opponents of the measure. The bill will come up for consideration at the annual meeting of the Drug Trade Conference to be held in Washington on December 3.

New Standard Proposed for Witch Hazel

Unless present plans are changed, witch hazel will appear in the revised edition of the "National Formulary" under a standard which will require taxpaid alcohol exclusively to be used in its manufacture. It has been charged repeatedly that since taxfree alcohol, specially denatured under formulas authorized by the government, was permitted to be used for the manufacture of toilet articles, witch hazel has been manufactured with specially denatured alcohol in such a way as to drive off the denaturant in the process of manufacture. This, it is said, has been done so successfully that it has been practically impossible to determine whether taxpaid or taxfree alcohol was used in its manufacture.

The purpose of the new standard in the revised edition of the "National Formulary" will be to make it more difficult to make witch hazel with specially denatured alcohol. Users of taxpaid alcohol in the manufacture of witch hazel complain that it is not fair to compel them to compete with those who use taxfree alcohol and obtain the same prices for their witch hazel.

Haynes Calls Industrial Alcohol Leak Curbed

Prohibition Commissioner R. A. Haynes in a resumé of prohibition enforcements by the federal government during the present administration has referred to the industrial alcohol situation.

"A well organized permit system effectually curbed the leak from bonded warehouses," says Mr. Haynes. "There has been a reduction in withdrawals of about 7,000,000 gallons from that in 1921, the first fiscal dry year. Although more industrial alcohol is being used legitimately now than ever, due to expansion in the volume of legitimate alcohol-using industries, diversions to the bootleg trade are decreasing. It is estimated that less than ten per cent of the entire production is involved in illegal transactions, a substantial quantity of which is later seized and destroyed."

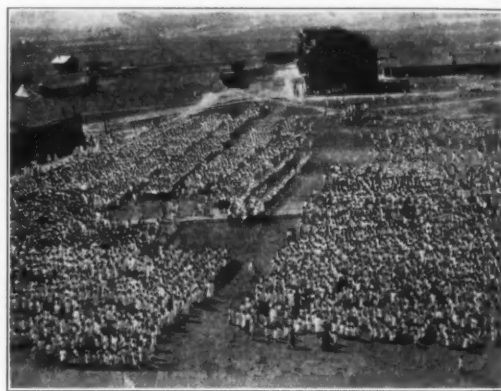
ORDEAL IN THE NEAR EAST MADE EASY

By MABELL S. C. SMITH

Baths for more than 12,000, half of them boys! Some task under the best of conditions. Some task in community bath-houses where the water must be heated by petroleum burners.

That is the case at Alexandropol in Armenia, where Near East Relief maintains the largest orphanage in the world. All day long small armies of children march across the wide parade ground that once vibrated to the tread of the Tsar's Georgian troops. They are headed for the bath-houses and truth to tell they used to enter them with reluctance. The water was not so bad but oh, the soap!

But now the excellent soap that the orphan boys make in the soap factory located in the boys' compound makes this ordeal endurable. The native soap formerly used was coarse and smelly and uninviting. It was awkward to manage, the cakes weighing two or three pounds and having to be cut into convenient sizes to handle. As for the color, it was an extraordinary as a cubist sunset! And unsatisfactory as it was, there never seemed to be enough of it.



FUTURE CITIZENS OF ARMENIA AT ALEXANDROPOL ORPHANAGE

Out of this state of affairs grew the orphanage soap factory. First came a survey of resources. Near East Relief raises its own animals and makes the only inspection of food animals in Armenia; the rejected were at once ticketed for the soap vat. A community of 12,000 produces a large amount of waste; all convertible garbage was routed to the same terminus. An occasional case of olive oil, a staple food in that part of the world, went bad and while the cooks wept the soap master was happy. Caustic soda and the necessary chemicals were easy to secure.

A building to serve as a factory was equally easy to find among the numerous barrack structures whose black volcanic stone marks the wide stretch of plain rolling away toward Mt. Ararat. A small place was renovated, the requisite machinery was installed and in a short time the output was figured in tons.

Besides giving a sufficient supply for all the Near East Relief needs in the Caucasus the factory makes for the market several grades of soap all of standard quality. It has brought down the price of soap all over the country, and in spite of its modest size it boasts itself the largest producer in Armenia.

In addition to production value the soap factory had educational value. Near East Relief is training all its boys and girls in trades that will make them self-supporting when they leave the orphanages. Ten boys at a time are learning soap making. When they "graduate" they will be able to give Armenia a product so good that it ought to have an appreciable effect in reducing the skin and scalp diseases so prevalent over there. That is one of the important results of the establishment of a soap factory at Alexandropol.

BABSON AND GARY VIEW FUTURE IN OPTIMISTIC VEIN

**Both Believe the Election Throttled the Radical Foes of Trade;
New Business Questions Will Come Up; Transportation to Improve**

Roger W. Babson, the business diagnostician and statistical expert, in his monthly review predicts more prosperous trade conditions as the consequence of the checking of "dangerous radicalism" at the polls.

"Every day since the elections," he says, "has brought more and more evidence that the majority of the people at present prefer to have business men rather than theorists rule this country. There has not been an election since 1896 when the issue was so clearly defined as in the recent contest. La Follette in his campaign promised everything, regardless of economic law or the consequences of a needless upheaval.

"The La Follette campaign never expected to win the Presidency for him. It did hope to secure first place for him in half a dozen States and second place in enough more so that he could control a certain amount of patronage and committee appointments. He thus would have become a big factor in the next Congress. The latest returns show that his hopes are shattered and his influence henceforth, instead of being greater, will be less. This means much to legitimate business and the recent strength of the markets is justifiable as discounting this check of dangerous radicalism.

Outlook Good for True Reform Progress

"Every one benefits by this decision of the voters, but it is in the business of the country that the most important effects will become obvious. Business should not depend upon the government for its success, but only for assurance of equal opportunity and freedom to develop along sound lines. The broad swings in business are governed ultimately by fundamental economic conditions. It is when politicians attempt to set aside economic law that business is in serious danger.

"The elections have removed the threat of radical, unsound experiments for the next two years at least. Moreover, the recent elections in England show much the same conservative attitude on the part of the British people. These events are very hopeful and will ultimately lead to real progress and true reform.

"President Coolidge has demonstrated that he has a thorough understanding of sound economic principles and also a determination to operate the government in accordance with such principles. Moreover, because this is really his second, rather than his first term in office, he will not even be tempted by political considerations in making his decisions. Therefore while every one stands to benefit from these more prosperous business conditions, merchants, manufacturers and investors should feel particularly relieved over the election outcome. It surely is a great victory for fair treatment, freedom and common sense.

Tax Reductions Will Benefit Nation's Business

"Certain questions stand out foremost. One is the matter of taxation. With the Administration and Congress as elected, we should look forward to further reductions in taxes; possibly even during the coming year. This should apply especially to the higher brackets of surtaxes, which, during the last seven years have tended to drive invest-

JUDGE GARY NOW PREDICTS GREATEST TRADE PROSPERITY FOR NATION

*(By Elbert H. Gary, Chairman of the Board of
Directors of the United States Steel Corp.)*

Never before in the history of the world has any country had such an opportunity for advancement as the United States possesses just at this time. The fundamentals are here, the foundation has been laid. It is up to us, the people, to do our part. What we need and must endeavor to bring about is more unity of purpose and action, less discord, higher standards, more honesty, more work, more energy, more charity, more conciliation, more self-denial.

From this time forward those who have been severely criticized, even though in many cases unjustly, should carefully consider all the criticisms which have been made with a determination to ascertain where and in what respect they have been wrong, and to provide a remedy.

Likewise those who criticize others should more carefully guard against unjust attacks. If capital has been arrogant, tyrannical or unreasonable, it must overcome its improprieties or iniquities, and for its own benefit, in self-defense, it must adopt principles of propriety and justice.

I trust the business men of this country will do their full part. It is certain President Coolidge will fully measure up to his responsibilities.

We have turned the corner. This country will be an example and an inspiration. I look for great future business prosperity. If it does not appear, it will not be for lack of conditions and opportunities.

ment capital out of productive business into the non-taxable field of municipal investments. Such reductions in taxes should be distinctly encouraging to the country's business and should be reflected in greater initiative on the part of individual business men, bankers and investors.

"In the railroad field the election outcome is still more important. As long as there was danger that the majority of the people intended only to bleed the railroads, continued expansion in railroad facilities was impossible. One of the chief issues of the recent campaign has hung on the attitude which the Government would take toward the railroad companies in the matter of a fair return on invested capital.

"Election of the present Administration gives the roads assurance of fair treatment. This should mean that during the next two years there will be some very important mergers in accordance with the Esch-Cummins Law and that a period of real railroad progress will take place. It not only should bring better days from the standpoint of

earnings and railroad security values, but it also should mean more efficient, and in the end, more economical transportation.

"The tariff is another phase which will now be assured of careful handling. We believe the tendency of tariff changes will be toward gradual reductions rather than increases. On the other hand, we do not expect any flat and arbitrary changes in rates on all articles. Changes will be made on the basis of a complete scientific investigation of the conditions and not be dictated merely by political expediency, as has been the case many times in the past.

"Persons whose business is efficiently organized, and especially those not dependent to a large extent upon hand labor, should have no serious fear from lack of reasonable protection. On the other hand, this does not mean that they can rely upon the tariff as a substitute for efficient management and moderate price margins.

"As the year progresses many other business questions will come up. The important point is that, whatever these may be, the Administration can be relied upon to handle them with sound business judgment. This in itself is all that is needed. As we have pointed out, business is now working along in the latter part of the readjustment period and has reached the point where it should respond more readily to such encouragement than would have been the case earlier in the area. Perhaps the only danger is that it will start ahead too rapidly. Certainly the outlook is clearer than it has been for many months, and our advice is to take a more optimistic attitude toward the future.

"By no means the least important result of the elections is the greater assurance that there will be no tampering with our banking system. The task of handling the gold which has come to the United States is going to be difficult enough without having to try out any visionary schemes of credit and currency inflation. Experience with the present Administration leads us to expect that every safeguard will be employed to maintain a sound money and banking policy. This is particularly important at this time.

"Many good authorities feel that the turn in the tide of gold imports is near at hand and that before long the United States may begin to ship a net balance of gold abroad. While with the Federal Reserve banks so strongly situated there is nothing to indicate a shortage of credit, nevertheless we may very likely see a firming in rates on short term loans and probably some strengthening in interest rates on long term capital. Such a tendency is all the more probable because of the better business outlook, which should mean that more money will be used in commercial lines. Persons who are planning to borrow may get a lower rate now than they will by waiting for the usual seasonal easing in rates after the turn of the year."

Merchandise Buyers' Fair in February

Two of the leading trade organizations of the United States have joined hands to present what is expected to be the greatest exhibition of its kind ever offered, the third annual Merchandise Buyers' Fair. It will be held in Grand Central Palace, February 7 to 14, under the joint management of the National Retail Dry Goods Association and the National Council of Traveling Salesmen's Association. Four entire floors of the Palace have been reserved and diagrammed for a vast variety of materials, and a large proportion of the available space has already been taken by leading plants and distributors in New York and other manufacturing centers.

SISSON SEES THE DAWN OF A BETTER DAY; ELECTION IS A SPUR TO BUSINESS

The results of the election showed that America is holding firmly to her traditional policy of capitalism and private ownership and initiative, which will make for economic and political stability, declared Francis H. Sisson, vice-president of the Guaranty Trust Company, in an address at a luncheon of the Central Mercantile Association at the Aldine Club. Socialistic and radical ideas, he said, have at times threatened to become a menace to the country, but the obvious fruits of capitalism have so impressed themselves on the people that the bugaboos of socialism and government interference need no longer be feared.

"Stability and confidence are the bases of sound business," said Mr. Sisson, "and with the present confidence in the banking system, the transportation system, and the general stabilization of conditions in every field of business following the election, the expansion of business bids to surpass that of any period since the war. Our country has at present the highest standards of living, the highest wages, the greatest machinery for business development of any country in the world. Markets are active, savings bank deposits high, insurance big, and all indications point to a big recovery in nearly all lines of trade.

"The foreign situation is at last becoming stabilized. In every country of Europe, except Russia and possibly Spain and Holland, conditions are much improved over a year ago. They are getting back to a gold basis and are going back to work. At last they have ceased chasing a political will-o'-the-wisp. And from this restoration of foreign buying power we are of course bound to profit. All this is the fruit of capitalism, of private ownership and private initiative, proving that the old American policies are the best. If we can have government by majorities, backed by experience, we shall have an unparalleled period of financial and political prosperity, with the assurance of reduced taxation and a widening market all over the world.

"The dawn of a better day has come, with a quickening sense of the economic unity of our country and of the whole world. Our system is the best for human progress, for greater happiness and business and political prosperity. Let us have the good sense to stick to it."

FIVE GUIDE POSTS FOR TRADERS IN OILS

One of the features of the recent Golden Jubilee convention of the National Association of Wholesale Druggists was the report made by J. L. Hopkins, chairman of the Committee on Quality of Medicinal Products. Besides treating of other matters Mr. Hopkins devoted a chapter to essential oils. He reviewed citronella and other oil adulterations, the menthol and peppermint situations and concluded with the following constructive suggestions for the future:

It has been the intention of the Committee on Quality to make its report truly helpful to members of the association during the coming year. In its judgment, the experience of the past twelve months crystallizes into the following guide posts to quality for the twelve to come:—(1) Cheapness of price should always be gauged by the question of quality—and quality is remembered long after price is forgotten; (2) quality of foreign merchandise has been sacrificed to reduce production costs in many instances—hence be especially watchful of foreign goods at very low prices; (3) discard the phrase "Passed by the Department" as a guarantee of quality—it guarantees nothing regarding the quality of crude drugs, fine chemicals, pharmaceuticals, medicinal, or essential oils; (4) allow quality considerations the largest influence when testing for "favorable" prices—high quality is often vigorous economy; (5) rest on the shoulders of responsible merchants the decisions as to quality—they spend time and money to maintain standards of quality and their zeal in this respect is insurance that goods purchased will be exactly as represented.

FINDING OUT WHAT THE PUBLIC WANTS

**Why It Is Dangerous to Jump at Conclusions in Making a New Market;
Some Good Reliable Ways of Feeling the Pulse of the Ultimate Customers**

By LEROY FAIRMAN

New York Advertising and Merchandising Expert

A few weeks ago I received a letter from a man who had worked out what he believed to be an air-tight, copper riveted scheme for marketing a new toilet article direct to the consumer. It is a moderately priced article, entering a highly competitive field, and its owner thought he could avoid the expense of salesmen and advertising by selling direct instead of through drug stores.

He said he would consider it a great favor if I would tell him what I thought of his plan; so I stole a half hour from a busy day and wrote him that it wouldn't work, and just why he would be wasting his time and money if he tried it. Evidently he didn't relish my letter very well, as he failed even to do me the courtesy of acknowledging it. No doubt he will go right ahead with his scheme and demonstrate its impossibility for himself. Then he will be satisfied.

Self-Confidence the Parent of Mistaken Ideas

The other day a positive, self-confident individual with whose affairs I am somewhat familiar came in and told me that he had changed his mind about using the newspapers to introduce a new product he is about to market; that he was going to use the national magazine's instead. I asked him if he had sufficiently wide distribution to warrant such a campaign. He could get it, he said, and he knew just how to go about it and how long it would take. I asked him if he had considered the fact that, as the magazines he would have to use are very expensive, he could buy only a limited amount of space with the money he proposed to spend. Also whether he realized that, as these magazines close two or three months in advance, he would tie up his entire appropriation in manner which would not permit any changes in his copy, whereas, if he used the newspapers and found that his copy was wrong, he could change it any time and any way he wished, until results were satisfactory.

Yes, he said, he had thought of all those things. I don't believe he had thought of any of them.

The trouble with both these men—the trouble with all advertisers who have not been taught better by sad experience—is that they decide what they want to do, and then bolster up their decision with arguments which have no basis except in their own imaginations.

Serious Error Is Made Repeatedly

This serious error is made over and over again. A manufacturer will decide that he wants to sell his goods by the mail order method and draws upon his imagination for reasons why the public will buy them by mail. He decides that he will put them up in a certain style of container, and draws upon his imagination for reasons why the public will like that kind of container. Anyway, he'll try it. And very often he goes broke trying things that have been tried before and failed, or things that investigation would have proved to be impracticable.

There is one kind of investigation which every manufac-

turer seems naturally to turn to and to set great store by. He "asks his friends." Now, every man's friends are composed of two classes; one class will tell him anything they think will please him, and the other class will tell him anything they think will irritate him. Mighty few of either class will give him a fair, unprejudiced answer to his questions. What they tell him is of little real value, and he will accept whatever meets his preconceived ideas and discard as absurd whatever does not.

Another form of investigation which many manufacturers are fond of is "asking the dealers." Very often men are sent out with an elaborate questionnaire, and call on scores of dealers to get their advice and opinions. Not, mind you, upon questions relating to the manufacturer's dealings with the dealers, but as to matters upon which only the consumer is qualified to render a verdict. The idea is that the dealer is supposed to know what his trade wants, how it wants it, and how much it will pay for it.

Now, the average dealer knows quite well what people are buying, but there his knowledge stops. He may know some of their objections to what they are buying; more often he doesn't know even that. And he doesn't know the all-important thing—what people would buy if they had a chance! He knows what people's preferences are as to the goods on his shelves; he doesn't know what their preferences are as to qualities and characteristics which possibly none of the goods on his shelves possess. Which is just what the investigating manufacturer especially desires to know.

Ascertaining Prejudices and Preferences

Consumer investigations, which are the only reliable methods of ascertaining the public attitude upon any question, or public prejudices and preferences as to the nature and characteristics of commodities, are not at all difficult to conduct.

The first thing to do is to select the people to be consulted. In order to do this intelligently, the manufacturer must be honest with himself. He must not deceive himself as to the class of people who are the logical buyers of his goods. He would naturally like to believe that they appeal to the most discriminating people in the country, but in his heart he knows whether or not that is true.

We will suppose he decides that his product appeals to people of the middle classes; people of moderate education whose family income is around \$2,500 a year. Very well; a certain section of his city, or perhaps the greater portion of a suburban town, is inhabited almost exclusively by people of that class. Here, then, is the raw material for his investigation.

Just what his investigation is to be depends upon what his product is. If, for example, he has some altogether new kind of device which he wants tried out, asking questions will not bring the kind of information he desires. His best course will be to deliver, in the homes, a number of his products sufficient to get a representative reaction, with

the simple request that the article be tried out. Then, after a prescribed period, the same field men, or women, should go around and make a complete and careful record of what each person who has tried the product has to say about it. In one such case, a mechanical device was left with no instructions as to how to use it; on a second call the proper way to use it was demonstrated; on a third call the machine was taken away. By this means, the manufacturer found out how people would make out with the machine if they weren't told how to use it, and what results they got from it after its use had been demonstrated. People are always willing to make such trials, provided no attempt is made to sell them.

Samples Usually Win Unbiased Reports

If the article is one for household consumption, such as a food product or toilet article, a sample left with a request for a trial, and the information that the investigator will call again in a few days for a report on it, will, in a majority of cases, be thoroughly tried out according to instructions. And when the investigator returns he or she will get a full, unbiased report. This information is the real thing; something to formulate plans upon, something to spend money on.

Sometimes it happens that a manufacturer is wise enough to desire this sort of information before he finally decides upon the style, nature or quality of the product he wishes to market. In this case the questionnaire is the only tool at his disposal.

Let us suppose that a manufacturer desires to add a skin lotion to his line, and has made a thorough study of the market; the sale of competing products, their characteristics and quality, and the basic reasons for their success, or lack of success.

He has selected the territory for his consumer investigation, and is ready to make out his list of questions. The most important thing he wants to find out could be bluntly expressed in this question: "What do you want a skin lotion FOR?" That would be rather an undiplomatic question, but it should be put, in some form or other. Perhaps half a dozen questions will have to be asked in order to get the information, but it is of the highest importance for the manufacturer to find out just what each woman called on would expect a skin lotion to do for her.

Systematic Inquiry Beats Guesswork

If you know what the public wants, it is obvious that you will know what to offer. If you could get 200 honest expressions from intelligent women, showing just what they would expect, or hope, that a skin lotion would do for them, you would have the finest possible basis upon which to formulate your product. It would beat guesswork forty ways, and it would be immeasurably superior to the usual method of studying products now on the market and trying to produce something a little different, or a little better.

Other questions which should be asked are such as these: Are you using a skin lotion? What brand is it? Do you like it; if so, why? Are there any features about it that you don't like; if so, what are they? How long have you been using it? Do any other members of your family use it? What, in each case, has been the reason for using it, and what has been the result? How much of it do you use per year? Have you any objections to the package? Is the price satisfactory? Have you ever used any other skin lotions? How long did you use them? Why did you dis-

continue using them? What color, odor and consistency do you think would be most desirable for a skin lotion? What is the best kind of bottle? Would you rather have a small bottle or a larger one? Would you prefer to buy a larger quantity at a time if it were more economical?

One reason why more manufacturers do not use the consumer investigation more freely is that they consider the results as merely the expression of opinions of a certain number of women. They seem to distrust it as a method of gauging public reactions on a large scale.

As a matter of fact, if the field of investigation is properly chosen, the consumer preferences of 200 women are precisely those of 2,000 women, 200,000 women, 2,000,000 women. If 60 per cent of 200 women like a certain color, odor, taste, package, price or what not, somewhere between 57 per cent and 63 per cent of 2,000,000 women will have precisely the same ideas. You can gamble on that to the last dollar in the bank, from now till doomsday. And therein lies the tremendous value of the consumer investigation.

Worth Considering by Old Manufacturers

It is not alone the new manufacturer, or the manufacturer who is putting a new article on the market, who will find it to his advantage to feel the pulse of the public now and then.

No man ever yet succeeded by keeping everlastingly at a thing which doesn't work out properly. Persisting in doing a thing the wrong way just because it's always been done that way is far from wise.

As time goes on, public taste changes. Things which were thoroughly satisfactory in 1880 are back numbers now. Higher standards prevail in every phase of life. But the average manufacturer seems afraid to change his product to meet these changed and changing conditions. If he alters his formula at all, he does it in fear and trembling, and tries to conceal the fact that he has done so.

Nothing is final in this life, and few things are permanently sacred. A package which was considered convenient at the time of the Civil War, a label that was supposed to be a thing of beauty in the '80s, are not among the sacred things. Why be afraid to change them? Why go on losing business to the more modern goods and packages?

Get your ear to the ground, find out what people really want, and give it to them.

FORMATION OF VANILLA PERFUME

Chemical composition of the green fruit of vanilla and the mode of formation of the vanilla perfume. A. GORIS. *Compt. rend.* 179, 70-2 (1924).—Five kilograms of green vanilla was extracted with boiling alcohol in the presence of CaCO_3 , the alcohol extract was evaporated and the residue was purified by treatment with $\text{Pb}(\text{AcO})_2$ and H_2S . Impure crystals were thus obtained by extraction with EtAcO . These were purified by repeated crystallization from alcohol m. 192 degs., colored yellow by H_2SO_4 , $[\alpha]_D^{20} = -88.3$ degs. Its index of enzymolytic reduction was about 241. This substance is glucovanillin. From the mother liquor a substance was obtained which gave a violet red with H_2SO_4 , and by its products of hydrolysis were identified as glucovanillic alcohol. A third glucoside was present, which on hydrolysis gave an ether with a strong and pleasant odor. Apparently it is the glucovanillic alcohol that by oxidation yields first glucovanillin, then vanillin.—*Chemical Abstracts*.

PLANT EXUDATIONS USED IN PERFUME INDUSTRY

Ninth Article of Raw Materials Series for Toiletry Manufacturers;
Antecedents, Sources and Attributes of Copaiba Are Elucidated

By W. A. POUCHER, Ph. C., London, Eng.
Author of "Perfumes and Cosmetics"

(Series Continued from Page 428, October, 1924.)

Copaiba

There are several varieties of Copaiba coming from South America and Africa; they were at one time described as "Balsams" but according to our present methods of classification they are more correctly referred to as Oleo Resins.

The first reference to this substance occurs in a book entitled "Pilgrimes and Pilgrimage" translated from a Portuguese manuscript and published in England by Purchas in 1625. In it the tree is described and also the method of collecting the oleo-resin. At that time it was used solely in medicine.

This early historical record has evidently escaped the notice of some writers on Materia Medica for the first record of Copaiba is generally credited to Piso and Marcgraf who visited the Dutch Settlements in Brazil with Nassau in 1636. Their two works² appeared in 1648 whereas the author of the first work resided in Brazil from 1570 to 1600, although his book was not published until 25 years later. In the years that followed considerable quantities of the drug were shipped to Portugal, being packed in peculiar shaped earthenware vessels.

Copaiba Oleo-resin is obtained from the trunk of several species of *Copaifera* belonging to the natural order Leguminosae of which the following may be noted:—

- (a) *C. Lansdorfii*, Desfontaines, varying in size but generally described as a small tree and widely distributed throughout Brazil.
- (b) *C. Coriacea* von Martius, attaining a height of about 80 feet and also found growing in Brazil, particularly in the dry parts. These two species probably yield the varieties known as Maranhão and Para.
- (c) *C. Officinalis* Linneus, a large tree growing principally in Venezuela.
- (d) *C. Guyanensis* Desfontaines, a tree reaching 40 feet in height and found in Cayenne, etc. These two species probably yield the variety known in commerce as Maracaibo Copaiba.
- (e) *C. Copallifera* a tall tree found in Western Africa, yielding an oleo-resin having an odor reminiscent of cubebs. It is exported from the Niger Basin.

The chemical and physical characteristics of these products differ slightly. They all contain a large percentage of volatile oil together with resin.

Copaiba oleo-resin occurs in the schizogenous ducts which abound in the trunk of the tree and also in lysigenous cavities which appear to be formed by the cell walls dissolving in, or being metamorphosed into, oleo resin. The pressure is said to be so great sometimes that the trees burst with a loud bang.

The oleo resin is collected by cutting a large square hole about 2 feet from the ground and well into the wood, a kind of spout made of bark is attached to the lower side.

The oleo resin is discharged into the cavity and runs thence into drums and barrels in which it is exported.

According to Smith³ the large quantities collected in the upper regions of the Amazon are floated down in hollow trees like canoes some containing as much as 2500 gallons.

The yield varies considerably but as much as 12 gallons is said to be sometimes obtained from a large tree.

The volatile oil contains the terpene caryophyllene.

Copaiba oleo resin has not a wide application in perfumery, probably owing to the large number of other fixative substances which have a more variable use. It is however, an extremely good fixative and its fresh somewhat peppery odor would suggest its employment in some of the finer toilet soaps. It blends well with cinnamon, clove, cassia, benzaldehyde, a combination which goes a long way in skillful hands, to giving that fresh and sweet characteristic odor of high class toilet soaps.

The oleo resin can be used as it occurs in commerce, but it is more easily manipulated when diluted down with 50 per cent of iso-propyl alcohol.

In concluding this monograph it may be of interest to note that the beans known as "Salikounda" are probably derived from *Copaifera Salikounda* a species closely allied to *C. Lansdorfii*, and found growing in French Guinea. They have a marked odor of Cumarin and in Sherboro Island are used by the natives in making a fragrant pomade. The whole of the tree is said to be impregnated with the same odor.

² Economic Plants (1882), 33.

PATCHOULI IN MALAYSIA*

The essential oil of patchouli is distilled from the dried leaves of *Pogostemon patchouli*, a plant which is cultivated in British Malaysia, Java, India and several other countries having a warm and moist climate.

The oil has a powerful, persistent perfume somewhat akin to that of sandalwood. Its specific gravity is 0.950-0.960. Some European importers consider the color of the oil as an index of its quality, but this has no real significance. The shade of color varies with the age of the leaves; lightly ripened leaves give a more or less greenish oil, the youngest and tenderest leaves giving an oil of a clearer green color. The distillation of miscellaneous leaves furnishes a brown oil, about the color of French vermouth.

Patchouli is a herbaceous plant with soft stems and leaves, and measures 2 to 3 feet in height when full-grown. The leaves can be plucked as soon as the plant is 6 inches tall, and are harvested every six months. After the leaves are dried, they are either distilled locally or exported to Europe. The natives consider the patchouli leaf a powerful disinfectant, and place it in their mattresses and cupboards to destroy and repel insects.

Distillation is effected in a still holding about 200 pounds of leaves, steam being introduced from a boiler under slight pressure. In the Seychelles Islands, yields of about 80

¹ Pharmacographia 11 (1879), 228.

² Historia Natur Brasiliæ.

*Abstracted from Moniteur du Commerce et de l'Industrie, No. 967, 1924, p. 4097.

pounds of oil are obtained per ton of dried leaves (corresponding to 10 to 12 tons of fresh leaves). Distillation by direct firing produces only about 40 pounds. It is essential that the leaves be prevented from massing together in the still. This is accomplished by introducing the twigs or stems together with the leaves. Though these contain no oil, they improve the yield by keeping the contents of the still porous and permeable by steam. In one experiment, the same yield (about 8 $\frac{2}{3}$ pounds) was obtained from 194 pounds of dry leaves packed loosely in the still as from 242 pounds of leaves packed tightly. Furthermore, the use of leaves together with the stems facilitates the harvesting and especially the drying.

The principal center of patchouli production on the Malay Peninsula has long been Johore. The growing of plantation rubber has largely supplanted it in recent years, but it is likely that patchouli cultivation will revive in the near future. As an intercalary crop it has never been abandoned. A Chinese pineapple grower of Johore took up patchouli distillation as a side line, but sold out to another Chinese, who is cultivating patchouli to some extent at Johore.

The oil is usually distilled on the plantations, in crude stills with false bottoms, at a pressure of 1.3 atmospheres. Increasing the pressure or prolonging the distillation increases the yield, but injures the quality of the oil. It would be better, if transportation costs permitted, to send the leaves to the city to be distilled by experts. The plantation oil is sent to Singapore for refining.

One very important question which has never been settled satisfactorily is that of the fermentation. In the Straits Settlements, when the leaves are to be distilled locally, they are packed in bundles to initiate fermentation. Parry states that fermentation has a considerable effect upon the yield of oil, but De Jong has shown that dried and fermented leaves of Java patchouli do not give a greater yield than unfermented leaves, though the character of the oil is certainly affected by the fermentation. One important firm of French distillers classes Java patchouli as follows, in order of value: (1) Dry leaves, lightly fermented; (2) strongly fermented; (3) fresh leaves; (4) dry leaves unfermented. A certain degree of fermentation is therefore desirable.

The poorest quality of commercial oil is that from the Seychelles, whereas Java and Malaysia produce superior oil. The difference is probably due to the methods of distillation employed. The product known as Penang oil has the finest odor and is most in demand for high-grade perfumery. The oil from Réunion cannot compete with Straits oil. Furthermore, planters on that island find it more profitable to produce ylang-ylang, which France no longer buys in the Philippines. Patchouli seems to be generally suffering from overproduction.

The most frequent adulterants of patchouli oil are turpentine, oil of cubeb or oil of cedarwood; not infrequently large percentages of petroleum are found. Formerly, sandalwood oil was sometimes used to adulterate patchouli. The impure oil is used for cheap perfumery, hair oil and so-called 'oriental' or English tobacco.

European perfumers have very diverse standards of quality for patchouli: when a French perfumer is delighted with a certain oil the German manufacturers are dissatisfied with it, and vice versa.

Overproduction and adulteration have caused such a drop in the prices that production has greatly declined in Sumatra. The distillery at Acheen worked ten months in 1922, but hardly at all in 1923. This is attributed to the preference for Straits oil in Europe. In Java also, production has fallen off to insignificant figures. Cessation of the industry in the Sunda Islands as well leaves Malaysia without competitors. Exports of dried leaves from Sumatra ports to Singapore and Penang rose from 613 tons in 1921 to 1,375 tons in 1923.

British Malaysia produces an average of 2,000 to 3,000 pounds of oil per month, at a price of about nine Straits dollars per pound. Of the leaves distilled at Singapore, 90% are gathered from Sumatra and only 10% from Singapore and Johore. In 1922, 1,447,067 pounds of leaves were received at Singapore, of which 535,467 pounds were distilled locally and 911,600 pounds reexported to France and New York. During the first seven months of 1923, Singa-

pore received 1,938,800 pounds of leaves and reexported 956,933 pounds.

Patchouli distillation is monopolized by Chinese houses at Singapore and Penang. The oil is shipped in 20-lb. iron containers, two to a case. The principal importer of oil from Singapore during the first seven months of 1923 was England, with \$55,000 worth. Japan was next with \$49,540, then the United States, which took \$37,840 worth. [Translator's note: This is probably Straits currency.]

PREPARATION OF A DEPILATORY

German Patent 348,413, Walter Ulke of Cologne-Nippes: Many substances have been proposed to counteract the harmful action of alkaline sulphides on the skin and the hair papilli during the use of sulphide depilatories. At first these efforts were confined to the admixture of a water-absorbing covering powder, such as starch. These mixtures, however, had the disadvantage that, if only a small proportion of alkali sulphide were present, they did not effectively remove the hair, while if a large proportion were used, the harmful effects were not prevented. Next, solutions of calcium saccharate saturated with hydrogen sulphide were proposed as a means of avoiding the injurious effects of alkaline sulphides on the skin and hair papilli. Additions of gum arabic, together with a powdered soap to take up the natural oil of the skin, were also tried.

The present invention achieves the prevention of injury to the skin and hair papilli by alkali sulphide depilatories as follows: To the mixture of alkali sulphide and covering powder, preferably starch, dextrin is added, which, on account of its solubility and fine dispersion in water protects the skin and hair papilli from the alkali sulphide, prevents the bad odor which would otherwise arise from the liberation of hydrogen sulphide when the mixture is moistened, and, on account of its similarity with starch gives the mixture a good consistency and renders unnecessary the addition of soap powder, which is objectionable, since the latter, in time, promotes decomposition of the other ingredients of the depilatory.

Investigations have shown that an especially suitable covering mass is produced by mixing starch and talcum powder, to which appropriate essential oils and aromatics can be added.

This depilatory can be kept for any length of time in the dry state. For use, it is mixed to a paste with water and spread upon the skin. Careful researches have shown that when a depilatory without dextrin is used, the skin must be protected by the application of an oily salve, to prevent injury to it and to the hair papilli. This precaution is rendered unnecessary when a dextrin-containing depilatory is employed.

The preparation made according to the above discovery, and which has found practical application, is composed of 12 parts of strontium sulphide with a covering mixture consisting of 40 parts of corn starch and 35 parts of talcum, to which 7 parts of dextrin, 1 part of nerolin and 5 parts of essential oil are added. This mixture forms a dry powder, which is mixed to a paste with water before using, and applied with a wooden spatula to the part of the face from which it is desired to remove the hair. After 10 minutes even the coarsest hair, such as that of the beard, is completely removed, without the skin or the hair papilli being attacked. The mass remains hoist on the skin during this time, so that no drying, cracking and falling off takes place.

Patent claims: (1) A method for the preparation of a depilatory, characterized by the addition of dextrin to the alkali sulphide, as well as the covering mass. (2) A method like (1), characterized by the use of a covering mass consisting of approximately equal parts of starch and talcum.

Not Like the Volstead Law

Before they passed the law of gravity, how in the world did the people stick on?—*Silent Partner*. But you see the law did not try to force them to change nature.

JASMIN CULTIVATION IN SOUTHERN FRANCE*

In the warmth of the latter part of July the white petals of the jasmin open. Set out in rows in cultivated fields where nothing is left to chance, the precious plant will send its daily harvest to the manufacturers at Grasse every morning from now until the first frosts of winter. In each factory a special method of work is organized in order to extract the maximum of perfume products from these highly prized flowers. Then, when November has come, pomades, concretes and flower absolutes will be sent out to the four quarters of the globe in order to impart to compound bouquets a base of freshness and of smoothness.

Some people have been alarmed, especially since the war, at the enormous prices reached by jasmin products. We must admit that there is reason to stand astounded before a package of absolute oil which is worth more than a necklace of pearls. Therefore the purpose of this short note is to point out to the reader how limited, delicate and costly the cultivation of jasmin is.

This cultivation is limited: practically it exists only in the neighborhood of Grasse and in a few villages of the Var which border on the Alpes-Maritimes. The writer mentions only as a matter of form the jasmin that every good Arab cultivates, or allows to grow, in his garden. As in the case of the rose and the orange blossom, the oil that can be extracted from this jasmin has no effect whatever on the commercial balance.

Even at Grasse the selection of the ground for jasmin is of the greatest importance. There must be water to irrigate it in summer and a sunny exposure to avoid frost in winter. On the other hand, if the soil is too damp the plant dies, while if it is too warm the plant grows too quickly in the springtime. This likewise injures its growth.

The ideal soil for a plantation is that which has been sown in cereals for many years or has been grown to forage crops. Ground that has been planted with trees is used when necessary, but this is not without danger. In the ground where roots, which can not be pulled up to their tips, are allowed to decay a disease develops probably of fungous nature, called in Provençal "*la mouffe*." This rapidly exterminates the jasmin. Fig trees and fruit trees are the most dangerous. Next to them come mulberry and olive trees.

The jasmin plant is, as just said, delicate. After selecting the piece of ground, digging it up deeply and carefully choosing the soil, come the difficulties of grafting, because, like the grape vine, jasmin is not planted directly. The scion belongs to the species "*Jasminum grandiflorum*," while the stock is

"*Jasminum officinale*." Both of these plants have white flowers. "*Jasminum fruticans*" with yellow flowers, which is indigenous to a large part of France, has been tried as graft. It has no effect whatever on the color of the flowers nor on their odor, but plantations thus grown die very quickly. In order to procure grafts one must apply to cultivators who specialize in them; or, if one has plants already in shape, one may prepare one's own grafts.

There are two methods of planting: either to plant directly or to transplant rooted plants. The latter is better because more regular plantations result from it. The grafting is done a year later and some flowers are obtained after the first year. Some growers have tried to graft at the end of six months and they claim that they have succeeded.

After the blooming the jasmin is pruned and the ground covered to prevent freezing. In the following spring, when all fear of frost is over, the ground is uncovered and the jasmin shoots up. If to this work of planting and of grafting, we add the manuring and the hand cultivation of every plant an idea can be had of the difficulties that a jasmin plantation represents.

This, however, would still amount to nothing, were it not for the picking, which lasts for about three months, each morning, and which is becoming more and more difficult on account of the scarcity of manual labor. It is a task for children and to France's great misfortune the children are lacking. Once the daily picking is over someone has to leave to go to the factory, often a distance of several kilometers, in order to carry the basket which often contains a few kilograms of flowers.

As already said, the cultivation of jasmin is costly. Here are a few figures which will give an idea of it. They are, of course, average estimates. After having bought a hectare of good ground for from 15,000 to 20,000 francs, a reservoir of water and irrigation canals have to be constructed at a cost of at least 5,000 to 6,000 francs. The soil has to be prepared and planted. This costs another 50,000 francs. Here is, then, an expense of about 75,000 francs for the first year without any corresponding return. The second year the grafting and the cultivation amount to about 15,000 francs, while the third and the following years the costs are 25,000 francs. It is not until the third year that any crop is obtained and about the fourth before a full yield results. But from the first moment that there is any crop, it must be picked, and the pickers are paid as much as five francs per kilogram.

One plantation of jasmin, grown under good conditions, lasts twenty years, but during this lapse of time many plants



A SPRIG OF GRASSE JASMIN

*From the *Revue des Marques*, August, 1924.

(Continued on Page 483)

NOVEMBER REPORT ON GRASSE FLORAL PRODUCTS

(FROM OUR OWN CORRESPONDENT)

GRASSE, November 7.—Following is the November report on essential oils and floral products:

Orange

The condition of the market for all the products obtained from the orange tree is unchanged since our last report. The distillation of petitgrain oil is finished, and the market price of the oil will be rather high because the crop has been only mediocre.

The demand for neroli and for the solid concretes and absolutes always remains very strong.

Rose

There is no change to be noted since our last report. The demand for rose solid concretes and absolutes continues to be normal, but the stocks are not very large. Nevertheless, there is sufficient to meet all the needs of the consumers from now until the next harvest in May.

Jasmin

Orders for all jasmin products continue to pour in from all quarters of the globe.

As a result of the beautiful autumn days that we have had on the Cote d'Azur, the gathering of the flowers has continued much later than usual. Ordinarily the rainy season begins about the 10th of October and the picking must cease. Nevertheless, the crop will still be below standard, and all the consumers will not receive the quantities they have ordered.

Tuberoses

There is nothing new to add to our last report. The crop has been poor and the price of the flower rather high. A drop in the market prices of tuberoses products is not to be anticipated.

Geranium

Bourbon: The steady decrease in the price of this oil has now come to a stop and several large orders which may reach the Island of Reunion will bring about a certain increase over present prices. The stock available in France is always very scarce, because the amounts on hand are small compared to the normal demands of the regular consumers.

Africa: The stock in the country of origin is small. There is neither rise nor decrease in price to be noted.

Grasse: A very considerable increase is about to occur in the price of this oil, because the development of the plants has been poor and consequently the leaves have been expensive.

Mint

The market prices for all mint oils continue to be very firm. Japan leads us to hope for a downward trend, but only for deliveries during the first quarter of 1925. The stock at present available is still held at extremely high prices. As the mint crop has been poor at Grasse, the price of the Grasse oil is likewise very high. Nevertheless, it is a better buy than the Japanese mints which have now reached such high limits that they are no longer of interest. In fact, they now cost half the price of the Grasse mint oils, while really this exotic mint is scarcely worth a third of the price of Grasse mint.

Lavender

Terms are now being negotiated with regard to the last few lots which remain on the market and which were absolutely turned down at the beginning of the harvest.

The demands of the consumers have been so great that everything has sold at very high prices. In a month from now there will not remain a single kilogram of this oil except in second hands.

Since our last report there has been a rise of about ten per cent in price. Buyers who need to stock up should not

hesitate to buy at present market rates, because in a short time from now they will pay even more and will have to be satisfied with extremely poor qualities, since there will be nothing else left on the market.

Spike

The condition of the market for spike oils is just as precarious as is that for lavender. Soap manufacturers are ordering this oil from all sides. Since the distillers have been paralyzed by the cost of manual labor, there is no stock to be had anywhere, and consequently we will see very much higher prices than those which are quoted at present.

Rosemary

A rise in the price of this oil must be expected in the near future. There is no other reasonably priced oil left to the soap trade for cheap soaps. Moreover the incoming orders are very large. As the stocks are not enormous a considerable increase over the former market price is to be expected and a well informed buyer should buy oil of rosemary now. He will certainly pay more if he waits a few weeks.

Thyme

All the thyme oils are in demand, but especially those which are rich in thymol to be used in the manufacture of thymol. No drop in the price of this oil will be possible for some time. By buying now the buyer runs no risk whatever.

Summary

A considerable amount of business is going on at present in spite of the high cost of the merchandise which is slowing up buying on account of the large sums which are now necessary to carry on the business of perfumery.

The general trend upward in the prices of all floral products has occurred so quickly that a decrease is to be feared. But this fear is not wholly justified, because we must bear in mind that manual labor is becoming more and more expensive. The war deprived agriculture of a large number of men. Our fields are short in hands to work the soil, because the young men are seeking places in trade which offers less risk and less hardship. The agricultural laborer, who, before the war, was the poorest paid of all workmen, today receives the salary of a specialist in industry. The flower growers must pay these enormous salaries that are asked of them, if they wish to keep up their flower plantations. In the cultivation of flowers by machines cannot replace the hand of man, and it is this fact which explains the high cost of floriculture. Market prices may certainly fluctuate according to the trend of business, but the prices which prevailed even during the first few years after the war will no longer be impossible in the future.

Report on Aromatic Grass Oils

A number of aromatic grass oils are reported on in a recent issue of the *Bulletin of the Imperial Institute*. Samples of lemongrass oils from the Seychelles, containing up to 78 per cent of citral, are included, and it is stated that the value of this oil was estimated at only about 75 per cent of that of ordinary commercial lemongrass oils, owing apparently to its being an insoluble oil. A vetiver oil from the United Provinces was described as a dark brown oil having the physical and chemical characters of Réunion oil, although its odor was slightly different from that of the Bourbon distillate.

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(Jewett Manufacturing Company, Perfumes and Toilet Preparations, Milton Junction, Wisconsin.)

We enclose draft for \$2 for THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW for another year. Don't like to be without it.

DETROIT PERFUMER DEVOTED TO GLADIOLUS CULTURE

It is perfectly logical for a perfumer to be devoted to flowers, for from their blossoms are evolved the most exquisite floral scents known to the perfumers' art. It is seldom, however, that a perfumer is found so sedulously devoted to floriculture as Frederick Christ, of 399 Philip avenue, Detroit, Mich. Mr. Christ has been prominently identified with the perfumery industry for more than twenty years.

For the past six years he has concentrated his leisure time upon the growth and development of rare species of gladioli, his pursuit of this fascinating hobby producing a number of new hybridized species of this popular flower that presents wonderful color shadings in rich tones and delicate tints. Mr. Christ has created, in fact, many distinctive triumphs in the hybridization of the gladiolus—or sword-lily, as it is sometimes called. Experts in scientific floriculture have given a high rating to Mr. Christ's achievements in crossing gladioli.

His first venture centered in the production of a gladiolus with an odor. With this end in view, he made several crosses that promised success. Having a spike of tuberoses in the house at that time, however, which disseminated an excess of fragrance, the thought came to Mr. Christ that possibly a scent-diffusing gladiolus would prove unsuccessful from the commercial angle, as gladioli are popular for house bouquets as well as for funeral decorations. Again, in the sickroom, such a flower could not be used to advantage, so Mr. Christ abandoned the search for a scented gladiolus. The wild variety of gladiolus is nevertheless slightly scented, having a faintly elusive woodland fragrance something similar to the wild Japanese iris.

Mr. Christ then started a series of experiments along other lines, and is keenly desirous of presenting his new gladioli in 1926. The first new hybrid will be named in honor of his wife, Mrs. Frederick Christ. The second will be called the "Miss Madeline E. Christ," named after his daughter, while the third will be termed "Day Dream," so called in recognition of the popular perfume of similar name created by Mr. Christ for the Stearns Company several years ago. Stocks of these new species are naturally very limited, and will not be listed in the Christ price-list for 1925, which will contain about 250 named varieties ranging in price from ten cents to \$300 per bulb.

The casual reader may wonder why certain varieties of gladioli bulbs are worth about ten times their weight in pure gold. There is a vital reason, however, for every basis of valuation, and with the genus gladiolus it is interesting to learn that it takes from four to five years to produce a new variety of merit, and several thousand seedlings and countless hours of time and effort are also required.

Some varieties of gladioli are the result of the use of as high as 25,000 seedlings in number for each new variety produced, all of them being crossings figured out with unerring skill and care. These super-gladioli are tested four years, and no variety has less than five flowers open at once. The blooms are of enormous size, while the beauti-



FREDERICK CHRIST

ful color tones surpass the imagination.

One of these rare specimens has been named after Mr. Christ, the originator being Richard Diener, head of the Richard Diener Company, Inc., of Kentfield, Marin County, California. The Diener concern has an international reputation for creating many of the world's finest and largest gladioli and petunias. The "Mr. Frederick Christ" gladiolus is the most magnificent seedling ever produced by Richard Diener, with giant blossoms averaging six inches in size, and of such superlative perfection that Mr. Diener will not accept less than three hundred dollars for each bulb! At this figure, it is the highest priced gladiolus in the world today—and well worth the quotation

to floral connoisseurs.

This \$300 creation is described by Richard Diener as follows: "Mr. Frederick Christ—1925—of ground color La France pink with geranium pink markings. Large spot of pinard yellow sprinkled with nopal red on lip. Flesh-colored pistil, with anthers of light phlox purple. Large flowers, averaging six inches. Good spikes and fine build. One of the most wonderful color combinations ever produced in gladioli."

JASMIN CULTIVATION IN SOUTHERN FRANCE

(Continued from Page 481)

die and many grow poorly so as to diminish the output considerably. Finally there is one fact of which many people are ignorant: namely that a jasmine plantation once pulled up can never be replanted. It would be absolutely unsuccessful even if one waited several decades.

Under these conditions it may be asked: What will happen on that day when all the ground favorable to this growth has been used. Will it be necessary to transfer it into other districts? But which ones? Where will be found the unique climate of the region around Grasse? Fortunately this time is still far in the future.

On the other hand let us say that one hectare of jasmine planted with one hundred thousands stalks yields, after grafting, several hundred kilograms of flowers the first year, a yield which rises to four thousand kilograms the fourth year. This amount is maintained until about the tenth year, after which it decreases.

Such as it is, with all these hazards and all these difficulties, jasmine is still an important culture on account of its preponderant role in perfumery. And perfumery itself is diffused among the most remote peoples. With all due deference to the excessively austere moralists, and despite all the troubles that afflict humanity, the art of perfumery attains every day to greater perfection and more stupendous growth.

How Volsteadism Works in Scotland

Two Scotchmen decided to become teetotalers, but MacGregor thought it would be best if they had one bottle of whisky to put in the cupboard, in case of illness.

After three days Sandy could bear it no longer, and he said: "MacGregor, I'm awfully sick."

"Too late," said MacGregor, "I was sick all day yesterday!"—*Canadian Druggist.*

CHAIN DRUG STORES ACT ON HIDDEN DEMONSTRATOR

The Associated Chain Drug Stores held a well-attended executive session at the Waldorf-Astoria Hotel, New York City, October 13 and 14, during which business of vital importance to the association was transacted. One of the leading questions discussed was in regard to the hidden demonstrator, so-called, and the unanimous opinion of the assemblage was against the proposed plan of requiring toilet goods demonstrators to display badges when working in stores with which they are not regularly connected.

The following resolutions were adopted:

Resolved: That the Associated Chain Drug Stores does not favor the proposed plan of requiring toilet goods demonstrators to wear badges indicating that they are not regular employees of the store where they are working, and that its members will not permit any demonstrators in their stores to wear such badges; and it is further

Resolved: That we consider the use of hidden demonstrators as purely an individual proposition with each dealer and while, as an association, we neither advocate nor oppose the use of demonstrators as practiced, yet we do persistently oppose any coercive or persuasive measure or measures by any trade association or other agency seeking to restrain or prohibit their use by any business establishment.

The meeting was attended by the representatives of the twenty-eight members who have 520 stores nationally distributed with an annual purchasing power of \$75,000,000. "Only the surface of its ultimate possibilities have as yet been touched," said Secretary Benedikt in discussing the meeting, "for the association is but three years old, having been organized November 20, 1921, when we started out with but two members."

Following the two days' business session, a banquet was held at the Waldorf-Astoria Hotel, which was attended by the association members and a number of guests. Included among the latter were William Mennen, president of the Mennen Co.; James V. Reed, general sales manager for the J. B. Williams Co.; Ralph B. Semler, of George Borgfeldt & Co.; Edwin Sefton, vice-president of the Harriet Hubbard Ayer, Inc.; G. A. Pfeiffer, of William Warner Co.; C. A. Pennock, of Richard Hudnut; Sidney Colgate, president of Colgate & Co.; James Baer, efficiency expert, and F. W. Jones, of the Melba Co.

Among the topics discussed at the business session was the desirability of co-operation among the members, and the outstanding advantages of group buying, through the central office, in charge of the secretary of the association, Hardwick S. Benedikt, whose headquarters are at 160 Fifth avenue, New York.

According to Mr. Benedikt, under whose direction the executive session and banquet were planned, the objectives of the Associated Chain Drug Stores are: "mutual co-operation, loyalty to the organization and justice to the manufacturer." Much has been achieved along these lines within the last three years, and today the association is a definite factor in its field.

The association is composed of the following members: Pennsylvania Drug Co., New York City; Quinn's, Inc., Schenectady; Read Drug & Chemical Co., Baltimore; Schramm-Johnson, Salt Lake City; Standard Drug Co., Cleveland; Stout-Lyons Drug Co., Portland, Ore.; T. P. Taylor & Co., Louisville; Walgreen Co., Chicago; Katz Drug Co., Kansas City, Mo.; John Wood Co., Philadelphia; Central Drug Co., Milwaukee; Brownie Stores, Detroit; H. C. Kennedy Co., Harrisburg; Hock Drug Co., Indianapolis; Judge & Dolph, St. Louis; McCullough Drug Co., Pittsburgh; Mercer Drug Co., Flint, Mich.; Meyer Bros., Ft. Wayne, Ind.; People's Drug Stores, Washington, D. C.; Public Drug Co., Chicago and Minneapolis; Buck & Raynor, Chicago; Bartell Drug Co., Seattle; E. H. Cone, Inc., Atlanta; Dow Drug Co., Cincinnati; and the Gallaher Drug Co., Dayton, O.

(From Our Own Correspondent)

CHICAGO, November 15.—Regarding the results of the plan to curb hidden demonstrations, or bring them out into the open, the trade in Chicago knows little and apparently cares less, because the policy here quite universal is to ignore the plan, and let the manufacturers, or the national association officials, or the Federal Trade Commission make another move before the badge goes on the demonstrators that are hidden in the Chicago stores behind stacks of toilet preparations and the pretense that they are the employees of the store in which they work.

A representative of this journal visited all of the State street department stores and some of the big drug stores that merchandise toilet preparations aggressively and did not find a single badged demonstrator. The demonstrators were there just the same—in Field's, Carson Pirie's, Mandel's, Stevens', The Fair, Davis' (Rothschild's), Leiter's, Public Drug Co.'s, Buck & Raynor's and The Economical. In talking with the department managers and clerks the idea prevails that badged demonstrators will never be the vogue here. The manager of one toilet goods department where a large number of demonstrators work said:

"The whole case against 'hidden demonstrators' is built up on practices that have not prevailed in Chicago for years if they ever had any foothold here. The demonstrators demonstrate the goods they are paid to sell, and are under orders not to knock other goods. They know more about the goods they sell than any general toilet goods clerk can possibly know. They are real experts and real salespeople, and are of inestimable value to the store and the public. The big expansion in the toilet goods volume of recent years is due more to the intelligent selling of the great body of so-called secret demonstrators than to any one force. Should these women be discharged by their employers, the manufacturers, they would be immediately re-employed by the stores. This would be the case in our store, as they are indispensable if toilet goods retailing is not going to retrograde.

One of the surprises of the Chicago situation, and it may be the same elsewhere, is that the manufacturers who have been so outspoken against the secret demonstrators have apparently not taken their goods out of the stores which won't permit demonstrators to be badged, nor do they seem to be forcing the issue with these stores. It apparently is a waiting game all hands are playing and "we shall see what we shall see."

Speaking of substitution or "switching the customer," your representative finds little of this practice remaining in the Chicago stores. Salespeople have come to sense the idea that the psychology of it is all wrong. One bright young lady said: "Do I ever try to switch a customer? I should say not. That would spoil my own game. The customer comes in in a buying mood to get what she wants, and I get it for her and give it to her as quickly and as pleasantly as possible. Instead of trying to change her mind, I confirm her good judgment in buying the item she called for. That makes her feel good and stimulates the buying impulse. After that she is my customer—and I shall sell her from one to five other items which I explain and recommend, taking my cue from the purchase she originally made. Of course, we salespeople are interested in making these extra sales more than in anything else, for here is where we make our money—where we roll up the commissions that swell our weekly pay checks to amounts that would make bank clerks and school teachers envious of us if they ever saw them. Yes, 'switching the customer' is 'old stuff,' wholly out of date, and is not practiced in any of the good Chicago stores. Added and related sales is what our boss keeps drumming on, and it doesn't take a girl long to learn that it is easier to make two or three related sales than one 'switched' sale, and they are a sight more profitable to the girl and the store."

ACTIVITIES OF ASSOCIATIONS, SOCIETIES AND CLUBS

**Chemists Plan European Trip; British Will Entertain Americans;
New York and Chicago Clubs Meet; Druachems Elect New Officers**

AMERICAN CHEMICAL SOCIETY ELECTION

The American Chemical Society has asked members to express their choice for president of the organization in 1925 and for four councilors-at-large to serve three years from January 1, 1925. The present incumbents of the offices to be filled are: President, L. H. Baekeland; councilors, A. M. Comey, E. C. Franklin, W. D. Harkins, W. Lee Lewis. Of these E. C. Franklin is ineligible to re-election, having served two consecutive terms, and Dr. Baekeland states that circumstances prevent him from accepting the nomination for a second term.

The local sections under the votes of the council passed at Cleveland and Chicago have suggested the following names to members in casting their votes for president and councilors-at-large. For president, C. E. Coates, John Johnston, Lauder W. Jones, William McPherson, Harlan S. Miner, James F. Norris and S. W. Parr. For councilors-at-large, Edward Bartow, H. K. Benson, E. M. Billings, A. W. Browne, A. M. Comey, C. E. Davis, Moses Gomburg, R. A. Gortner, Clare H. Hall, W. D. Harkins, Treat B. Johnson, W. Lee Lewis, Edward Mallinckrodt, Jr., Douglas McIntosh, Herman Schlundt, John N. Swan, Gerald L. Wendt and F. C. Whitmore.

American Pharmacists Plan Trip to Europe

The success of the visit of a large party of American pharmacists and their families to Europe ten years ago has inspired plans for a similar trip to start in July, 1925. Hugo Kantrowitz, editor of the *Apotheker Zeitung*, of New York, has taken charge of the arrangements and pharmacists who would like to join the party are invited to communicate with him. The trip will be made on the Hamburg-American steamship *Cleveland*, the entire cost being placed at \$475, this amount covering all expenses, both of sea and land travel in Europe. The route to be covered embraces the principal cities of Germany, Dresden, Hamburg, Berlin, Leipzig, Jena, Weimar, Wurzburg, Nurnberg, Stuttgart, Munich, Heidelberg, Frankfurt a.M., Wiesbaden, Cologne, etc.; Austria, Salzburg, Vienna, etc. From thence the party will go to Switzerland, visiting Lucerne, Bern, Basel, and through the Black Forest. The tour will take about fifty-two days, twenty for the outgoing and returning ocean voyages, and thirty to thirty-two days for the itinerary in Europe.

New York Allies Start Winter Sessions

Perfumery, Soap and Allied Industries of New York held the first get-together meeting of the season in the Yacht Room of the Hotel Astor on the evening of October 28, when twenty-two members gathered together for a dinner and an informal good time. Frank J. M. Miles, president, greeted the members as they arrived, and he was joined later by Karl Voss, secretary, and the following members of the Board of Governors: Edwin Sefton, William H. Green and Charles A. Boscowitz. There was no professional entertainment, and the time was devoted to informal discussions and stories. Among those present were: J. H. McNamara, A. D. Armstrong, A. T. Frascati, Fred Steffens, F. D. Clarke, John Buedingen, J. G. Black, Martin Schultes and Messrs. Bergen, Piacicki, Anderson, Lewis, Bender and Byrne.

American Manufacturers of Toilet Articles

Bulletin 54 of the American Manufacturers of Toilet Articles, sent out on November 11, by the secretary, C. M. Baker, warns the members of the menace of the Cramton Bill and urges them to communicate with their Senators at once in remonstrance against its passage. The bulletin sets forth fully the reasons for the need of action.

AGRICULTURAL CHEMISTS HEAR PAPERS

The fortieth annual convention of the Association of Official Agricultural Chemists was held at the Raleigh Hotel, Washington, D. C., October 20 to 22. R. E. Doolittle, of Chicago, president, in his address dealt with various matters of interest and as chairman of the committee on revising the book of methods of analysis used by members of the association told of its progress. The convention approved a report submitted by Dr. L. F. Kebler of the Bureau of Chemistry, Agricultural Department, from the committee to co-operate in revision of the U. S. Pharmacopœia. The convention received and disposed of various reports.

Of chief interest to our readers were these papers: "Fats and Oils," G. S. Jamieson, Washington, D. C.; "Food Preservatives," W. W. Randall, Baltimore; "Coloring Matters in Foods," C. F. Jablonski, New York; "Fruits and Fruit Products," B. G. Hartmann, Washington; "Flavors and Non-Alcoholic Beverages," J. W. Sale, Washington; "Spices and Other Condiments," R. E. Andrew, New Haven; "Limit of Accuracy in the Determination of Small Amounts of Alcohol," H. C. Lythgoe, Boston.

The association elected Dr. C. A. Browne, chief of the Bureau of Chemistry, as president; H. D. Haskins, Amherst, vice-president; W. W. Skinner, Washington, secretary-treasurer, and W. W. Randall, Baltimore, and W. H. McIntyre, Knoxville, Tenn., members of the executive committee.

Dr. Browne, the incoming president, spoke as the representative of Secretary of Agriculture Wallace, who was ill, felicitating the association on its work and its success. Other speakers included Dr. Harvey W. Wiley, former chief of the Bureau of Chemistry, who was the guest of honor at a dinner.

British Chemists to Entertain Americans

The Council of the Institution of Chemical Engineers in London at a recent meeting discussed plans for entertaining members of the American Institute of Chemical Engineers who will hold a joint annual meeting with the institution in England in July, 1925.

The tentative program is as follows: Sunday, July 5, arrive at Liverpool; July 6 to 8, Chester; July 9 and 10, The Lakes; July 11, Glasgow; July 12 and 13, Edinburgh; July 14 and 15, Leeds. Annual meeting of the Society of Chemical Industry (if on this date). The visitors are to leave July 18 for the United States. It is proposed that the tour be made by automobile, and a committee has been appointed to arrange details.

W. J. L. Banham Heads Trade Board

W. J. L. Banham was chosen president of the New York Board of Trade and Transportation at the 62nd annual election of that organization of business executives, held on October 29. Mr. Banham is one of the best known men in the country in transportation and business affairs. At present he is general chairman of the Atlantic States Shippers Advisory Board, president of the Associated Traffic Clubs of America, chairman of the Highway Transportation Committee of the National Industrial Traffic League and General traffic manager of the Otis Elevator Co.

Drug and Chemical Section's Luncheon

W. J. L. Banham, of the Otis Elevator Co., who was recently elected president of the New York Board of Trade and Transportation, was a guest at the November 5 luncheon meeting of the Drug and Chemical Section. Dr. H. C. Lovis, of Seabury & Johnson, who presided in the absence of Edward Plaut, chairman, reported recent rulings of the narcotic division of the prohibition unit regarding the sub-

stitution of sizes on orders for narcotics. G. W. Hopkins, vice-president of the Charles W. Hoyt Company, Inc., spoke on "Common Sense in Selling." Mr. Hopkins dwelt particularly on the importance of learning the language of the buyers, of translating the story of the seller into the language of the buyer and telling him why he should buy the merchandise offered.

GLASS CONTAINER ASSOCIATION MEETS

Prohibition has benefited instead of harming the glass bottle industry, in the opinion of delegates to the Autumn meeting of the Glass Container Association of America, held in the Marlboro-Blenheim Hotel at Atlantic City, October 23. When the dry law went into effect, it was said, the bottle manufacturers feared that that portion of their business would suffer greatly. The rapid multiplication of soft drinks, however, not only offset the loss experienced but created a much larger demand for bottles of every size.

Frank Ferguson, secretary of the Illinois Glass Co., of Alton, Ill., president of the association, presided at the meetings, which were attended by seventy-five delegates, representing over 100 manufacturers. After the session the delegates came to New York City, where they inspected the headquarters at 22 East 75th street and in the evening attended a banquet at the Astor Hotel.

The next annual meeting of the association will be held in the last week of April in 1925.

Druachem Club Elects New Officers

At the annual meeting of the Druachem Club, of New York, on November 6, B. M. Spencer, president of B. M. Spencer & Co., was elected president of the organization. He succeeds Ralph C. Jennings, general manager of the New York Quinine & Chemical Works. Other officers chosen were W. D. Barry, of the Mallinckrodt Chemical Works, first vice-president; Joseph Mathias, of Jas. B. Horner, Inc., second vice-president; George Uhe, secretary; and John A. Corson, of Dodge & Olcott Co., treasurer. The members of the Board of Governors elected were: Frank J. McDonough, of McKesson & Robbins, and George P. Huisling, of Charles L. Huisling, Inc., for one year; E. C. Lewis, of Mallinckrodt Chemical Works, and B. J. Gogarty, of S. B. Penick & Co., for two years; R. C. Jennings and John J. Reiner, of Lehn & Fink, for three years.

Plans were announced for the annual Frolic, November 17 at the Waldorf-Astoria Hotel roof garden, which was scheduled to be an important social event in the trade.

Chicago Perfumery, Soap and Extract Association

The meeting of the Chicago Perfumery, Soap and Extract Association on November 5 at the Elks' Club was set aside as a memorial to the memory of the late M. L. Barrett, of the firm of M. L. Barrett & Co., of Chicago, who recently passed away. Mr. Barrett was dean of the industry in the Middle West and a charter member of the association. The tribute was both fitting and sincere.

(Additional news about this association appears in our Chicago correspondence in the Trade Notes section.)

International Chamber of Commerce

The American Section of the International Chamber of Commerce met at luncheon in Washington on October 23 with A. C. Bedford, its chairman, presiding. Willis H. Booth, president of the International Chamber of Commerce, and a director of the Sierra Talc Co., made an address in which he dealt with the European situation and called attention to the fact that not all of the problems there had been disposed of by the approval of the Dawes plan. He called attention to several difficult matters that are still awaiting solution.

American Specialty Manufacturers

Houston Thompson, chairman of the Federal Trade Commission, and Robert S. Binkerd, vice-chairman of the Committee on Public Relations of the Eastern Railroads, are scheduled as the feature speakers at the convention of the American Specialty Manufacturers' Association in Atlantic

City, November 18 to 21, in the Traymore Hotel, according to the program announced by Secretary H. F. Thumhorst. In addition to these two speakers addresses from the presidents of grocery and food brokers' organizations are on the card. The lye section and the soap section are scheduled for separate meetings.

Officers of the N. A. R. D. Exhibitors' Association

The N. A. R. D. Exhibitors' Association has elected the following officers for the coming year: Walter S. Jenkins, president, Colgate & Co.; W. C. L. Nichols, first vice-president, E. R. Squibb & Sons; Jerome P. Weiss, second vice-president, Wildroot Co.; Leith S. Temperton, secretary-treasurer, Norwich Pharmacal Co.; directors—William O'Neill, Emerson Drug Co.; C. J. Schneider, De Vilbiss Mfg. Co.; Fred A. Lawson, E. L. Patch Co.; Herman C. Cole, Baptisine Pharmacal Co.

The following firms were among the exhibitors at the last show: Abbott Laboratories, Armand Co., Armour Soap Works, Armstrong Cork Co., Boncilla Laboratories, Inc., Colgate & Co., Dennison Manufacturing Co., Holman Soap Co., Richard Hudnut, Illinois Glass Co., Kolynos Co., Lambert Pharmacal Co., Liquid Carbonic Co., Melba Manufacturing Co., Mennen Co., Norwich Pharmacal Co., Owens Bottle Co.

Dr. Cooper Heads First State Cosmeticians' Board

Governor John M. Parker, of Louisiana, has appointed Dr. Nellie Buchanan Cooper, president of the American Cosmeticians' Society, to be president of the Cosmetic Therapy Board, of Louisiana. Dr. Cooper will be the principal executive officer in charge of examining applicants for state licenses as cosmetician and maintaining the required sanitary standards for beauty shops in the state. She was active in framing the law, which the cosmeticians' society is seeking to make the model for nation-wide uniform state laws governing beauty shops.

Drug Trade Conference December 3

C. P. Frailey, secretary of the National Drug Trade Conference, has issued a call for the annual meeting to be held here December 3 at the Washington Hotel. The conference is expected to take up the matter of the course to be pursued with reference to the Cramton bill, and also other matters pertaining to prohibition enforcement and similar questions of trade interest.

"Chemistry in Industry"

In connection with the American Chemical Society's 1924-1925 prize essay contest monographs prepared by 21 leading American industrial chemists have been collected in one volume by H. E. Howe, editor of *Industrial & Engineering Chemistry*, and published by the Chemical Foundation, Inc., of New York, under the title "Chemistry in Industry."

Chemical Salesmen Hear Interesting Talk

About sixty members of the Salesmen's Association of the American Chemical Industry, met at the Druachem Club, 15 John street, New York, to attend the first monthly function under the auspices of their new officers. Following a dinner and musical entertainment, F. P. Summers, president, introduced George L. Burr, vice-president of the Guaranty Trust Co., who gave a valuable talk on "The Cash Value of an Order."

German-American Commerce Board

Herman A. Metz was elected president of the Board of Trade for German-American Commerce at a meeting at the Whitehall Club, New York, October 23. Mr. Metz said that the board has important functions to perform in aiding in the promotion and regulation of commercial intercourse between the two countries with which it is mainly concerned.

New York College of Pharmacy

Charles H. Waterbury, secretary of the National Wholesale Druggists' Association, delivered an address on November 12 to the alumni of the New York College of Pharmacy on the subject: "Common Grounds on Which Wholesale and Retail Druggists Meet." It was warmly received.

TRADE MARK AND PERFUME LABEL CASES IN COURTS

Warner Wins in Chocolate Dispute; Prestonettes Suit Is Decided;

Status of the Narcissus Noir Suits; Caron Enjoins A. P. Babcock Co.

SUPREME COURT DECIDES AGAINST CLAIM TO EXCLUSIVE USE OF CHOCOLATE

The United States Supreme Court has denied the petition of E. W. Bradford, attorney for Eli Lilly & Co., Indianapolis, for a rehearing in the case of William R. Warner & Co. against Lilly & Co. This apparently finally disposes of this case, which involved proceedings by Lilly & Co. against Warner & Co., alleging infringement and unfair competition in the sale of Quin-Coco, a Warner product as a substitute for the Lilly product, Coco-Quinine.

The supreme court several months ago rendered a decision on appeal by Warner & Co. from lower courts' rulings, in which the supreme court rejected the charge of infringement, but found there had been unfair competition. The supreme court held that Warner & Co. might not only be enjoined from encouraging the sale of its product as a substitute for Lilly's Coco-Quinine, but that Warner & Co. might be required to label its product in such a manner as to warn druggists not to use or sell Quin-Coco as a substitute for Coco-Quinine.

Attorney Bradford in his petition for rehearing objected that these remedies were inadequate and declared that a warning on prohibition such as the court required would merely serve to suggest possible substitution and unfair competitive methods to the drug trade. However, the supreme court evidently could not see its way clear to go further, so the petition for rehearing was denied. The lower court will now issue its orders based on this ruling.

It has been specifically sought by the complainant to have the courts rule that Warner & Co. had no right to use chocolate as a flavor or color in a preparation of quinine. The district court ruled adversely on this demand, in the following opinion:

"The effect of the plaintiff's contention would be that the consumer who asks for chocolate quinine, cocoa and quinine, or quinine flavored with cocoa or chocolate, cannot have his remedy with the desired flavor unless he purchases the plaintiff's Coco-Quinine, because one of the incidents of the flavor is that it carries with it a color in which the plaintiff has a monopoly to indicate the derivation of its product. If, conceding that the chocolate has no therapeutic value, although it is contended by the defendant that it has a peculiar value as a physical mixer for the quinine, there can be no exclusive use of the flavor, it follows that the plaintiff cannot acquire an exclusive use of it because of the incident of color under the claim that it marks the derivation of its product.

"The plaintiff has no exclusive right in the color and flavor inevitably following the use of cocoa or chocolate, which the defendant had a right to combine with quinine in a pharmaceutical preparation."

The dictum of the circuit court of appeals on this phase was that Warner & Co. had "forfeited its right to the use of chocolate as a coloring agent because of its misuse, namely, the double fraud upon the public and a competing producer." The court thereupon directed the lower court to award an injunction restraining Warner & Co. from "using chocolate as a coloring matter in its preparation named Quin-Coco."

Regarding this question the supreme court held at first instance that Lilly & Co. has no exclusive right to the use of its formula and that Warner & Co. "or anyone else is at liberty to manufacture and market an exactly similar preparation containing chocolate and to notify the public that it is being done." The highest court consequently declared that the unconditional injunction directed by the court of appeals against the use of chocolate by Warner & Co. went too far, and the appellate decree was reversed. The latest ruling of the supreme court confirms its earlier refusal to allow Lilly & Co. an injunction restraining Warner & Co. from using chocolate in a preparation of quinine.

COTY-PRESTONETTES LITIGATION REACHES PROBABLE CONCLUSION

In the case of Coty, Inc., plaintiff and appellant, versus Prestonettes, Inc., defendant and appellee, the United States Circuit Court for the Second District has handed down a decision on Coty's appeal affirming the decision of the lower court which prescribed certain labels which the defendants must use in rebottling Coty's perfumes. The litigation has been prolonged and it is quite likely that the Circuit Court decision will stand, unless a further attempt may be made to carry it to the United States Supreme Court.

The case was heard by Circuit Judges Rogers, Hough and Manton. Coty, Inc., was represented by Messrs. Mock & Blum, with Asher Blum, of counsel. The defendants were represented by Reiss & Reiss and Charles H. Tuttle, of Davies, Auerbach & Cornell.

The importance of the case, in view of its trade mark, label and property rights, as well as its possible effect on rebottling and re-use of purchased perfumes and cosmetics, seems to justify the giving of the text of the decision, which was written by Judge Manton:

"The appellant, a wholesale manufacturer of perfumes and toilet articles, instituted this suit on a registered trade mark seeking to enjoin the use of the mark 'L'Origan.' A preliminary injunction was granted in the District Court restraining the defendant from selling its products with its label then in use. The court designed a form of label which it permitted the appellee to use in the sale of its products. This determination was affirmed in the Supreme Court in 43 Supreme Court Reports 350 (68 Law Ed. 439). Thereafter a stipulation was entered into providing, among other things:

"And Hon. Augustus N. Hand having consented to try the issues remaining in this case after the decision of the Supreme Court therein, said issues being confined to the form of label, placard, etc., to be used by defendant, now, then, it is agreed and stipulated, with the consent of Hon. Augustus N. Hand, that said issues in this case to be presented to him for trial and decision." (R. pp. 28029, fols. 84-85).

"The court below required that upon each bottle of rebottled perfume sold by the appellee, there be no reference to 'Coty' of 'L'Origan,' except in the following label, in plain type, to be securely affixed to the bottle:

"Prestonette containing Coty's * * * (giving name or odor of perfume) rebottled by Prestonettes, Inc., N. Y., wholly independent of Coty."

"As to the powder manufactured by the appellee and repackaged by it, it required the following:

"Prestonette compounded by Prestonettes, Inc., N. Y., from * * * per cent. Coty's * * * (giving name or trade mark) genuine face powder and * * * per cent. Prestonettes binder, wholly independent of Coty."

"The decree further provided that where the appellee makes and sells compacts of face powder from its own ingredients and adds thereto the unaltered perfume of the appellant, the appellee should make no reference to Coty or L'Origan, except in the following language:

"Prestonette compound by Prestonettes, Inc., N. Y., from its own ingredients perfumed with Coty's * * * (giving the name of trade mark), extract wholly independent of Coty."

"As to the design of these labels, it is provided:

"Every word of said statement to be in letters of the

same size, color, type and general distinctiveness, and to be equally visible and prominent on the front of the bottle, package, or the like, save that you, the said defendant, may make Prestonette more prominent if you so desire.

"While it was urged upon the former appeal, which was from the preliminary injunction (this is from a decree after final hearing) that there were no questions of fact and that the only issue is one of law, it is now urged that questions of unfair competition are presented by the pleadings and the proof below. But for this claim, there would be no need for our further consideration.

"We regard the decree below as entered in conformity with the Supreme Court's decision, which held that the appellee could rebottle the perfume of the appellant and could manufacture compacts using as its ingredients the loose powder of the appellant, and could sell the same with a label stating the true facts as to the seller and the source of the ingredients and its percentages. The authoritative decision of that court announced that the appellant could not prevent or complain of the appellee's stating the nature of the component parts and the source from which they were derived, if it did not use the trade mark in so doing, and pointed out that if the compound was worse than its constituents, it might be a misfortune to the appellant, but that the appellant would have no cause of action, as the appellee was exercising the rights of ownership and only telling the truth. The existence of the trade mark would have no bearing on that question.

"Complaining that the decree below does not afford sufficient relief to the appellant, it urges that it presented below an issue of unfair competition. It asserts that to be founded upon the claim that the average customer is ignorant of the fact that the quality of the appellant's perfume depends upon the handling thereof by the appellee; that the customer would attribute any lack of proper quality to the appellant, and in preparing compacts from appellant's genuine powder by a manufacturing process, it would destroy or drive off a large part of the perfume therein, and therefore this independently manufactured compact interfered with the valuable reputation of the appellant when the only protection given to the appellant is the bare announcement of the independent compacting which had been performed by the appellee. Further, that if the appellee added to the appellant's perfume its own ingredients without specifying the percentage of appellant's perfume which has been utilized in the product, the public would be uninformed of the degree of responsibility of the appellant for the scent of the appellee's product.

"It urges that it is unfair competition in trade for the appellee to use appellant's valuable reputation for selling independently bottled and manufactured products without some statement that the appellant is not responsible for the genuineness of the articles identified by its name and trade mark, urging that the test of genuineness and quality is therefore substantially subjective. It urges further that the burden rests upon the appellee to establish that its products so manufactured and sold were not adulterated or inferior. These several suggestions of unfair competition were eliminated from the case by the stipulation entered into by the parties and quoted above.

"But, as was pointed out by the Supreme Court, the fact that a delicate perfume or powder was involved, gave rise to no new rights, and if the appellee's rebottling of the appellant's perfume deteriorated it and the public is adequately informed who does the rebottling, the public, with or without the appellant's assistance, is likely to find it out and the same is true of the powder in its new form. It is the genuineness of the article which determines the legal right and not its delicacy. The Trade Mark Act does not differentiate between a perfume and any other substance. The statute includes all products. It cannot take one and reject the other. (*Russia Cement Co. vs. Frauenhar*, 133 Fed. 518; *Appolinaris Co. vs. Scherer*, 27 Fed. 18. A trade mark gives only the right to prohibit the use of it so as to protect the owner's good will against the sale of another's product as his (*The United Drug Co. v. Theodore Rehtanus Co.*, 248 U. S. 90; *A. Bourjois & Co. v. Katzel*, 260 U. S. 689). When the mark is used in a way that does not deceive the public, there is no sanctity in the word so as

to prevent being used to tell the truth (*Canal Co. v. Clarke*, 13 Wall 311).

"We think the label designed by the court below and decreed might be used by the appellee, informs the ordinary observer that the product is that of the appellee, rebottled or repackaged by it. It fully and intelligently informs the purchasing public and guards against any of the possibilities of dangers which are suggested in the present argument as to unfair competition. The name 'Coty' is not allowed to be printed in different letters from the rest of the inscription. It in no way stands out from the statement of facts. It states that the appellee does the rebottling of the perfume or repackaging of the powder and gives the percentage of its binder as used in the powder. It announces to the public that the appellee is wholly independent of the appellant and we regard it as meeting all the requirements necessary for due caution against unfair competition. We deem it unnecessary for the appellee to state that it has employed the genuine unadulterated product of the appellant in its products. If there were any fraud or adulteration, the appellee is responsible for its product and must suffer the consequences. There was no burden upon the appellee to offer evidence to establish that it has employed a genuine unadulterated product of the appellant in what it sells and to so state it on its labels.

"Decree affirmed."

STATUS OF NARCISSE NOIR SUITS

The following facts relative to the litigation between Caron Corporation and V. Vivaudou, Inc., and the Caron Corporation and Geo. Borgfeldt & Co., will clearly explain the present legal situation in these litigations.

In both cases the Caron Corporation made a motion for a preliminary injunction before Judge Knox of the United States District Court for the Southern District of New York.

In the case of V. Vivaudou, Inc., the Court issued an order enjoining the defendant from offering for sale, selling, any perfumes, or toilet preparations, on which the "Narcisse," or "Narcissus," or any similar word appears, in which the containers, or labels, bear any black coloring, or other pronouncedly dark color, and from otherwise suggesting the idea conveyed by the trademark "Narcisse Noir" and its meaning "Black Narcissus," and from using any of its prior containers and labels carrying the name "Narcisse De Chine," said labels having been found by the Court to assimilate the word "noir" or "black," although the Court stated in this decision that it had been informed that such a flower is unknown to botany. The Court, however, issued permission to the defendant to use its present stock of containers, as well as those contracted for prior to September 3, 1924, with the proviso that such containers shall carry the statement: "This is a domestic product not to be confused with any French Narcisse."

In the suit against Geo. Borgfeldt & Co., the defendant was enjoined from offering for sale, and from selling, its "Narcisse de Vendome" perfumery when dressed in a manner which furnishes a reasonable excuse for the confusion of its goods with "Narcisse Noir," the product of the Caron Corporation.

Neither of the above-mentioned orders is a permanent injunction, but is enforceable during the trials before the Courts and until a final decree is entered therein.

In Caron Corporation against A. P. Babcock Co., brought in the New York State courts, an order was made by Justice O'Malley on November 5, temporarily enjoining the defendant, its officers, agents, et al., "from using black on the packages which contain defendant's perfumery bearing the descriptive word 'Narcissus' in any manner whatsoever that would tend to associate the idea of black with the descriptive word 'Narcissus' or suggest the idea conveyed by plaintiff's trade-mark 'Narcisse Noir' and its English meaning 'Black Narcissus' and from making or causing to be made, or selling or causing to be sold, or causing to be offered for sale, any packages on which is displayed the color 'Black' in conjunction with the descriptive word 'Narcissus' or any derivative thereof.

In Caron Corporation against Conde, Inc., in the New York State court, defendant has stipulated to refrain from using black in any manner in connection with the word "Narcissus" pending the trial of the action.



OFFICIAL REPORT OF FLAVORING EXTRACT MANUFACTURERS' ASSOCIATION

Since our October report, Fred S. Rogers, the president; Thomas J. Hickey, general counsel and executive secretary; Richard H. Bond, vice-president and chairman of the legislative committee, as well as other officers and committeemen, have been active in looking after the affairs of the Flavoring Extract Manufacturers' Association.

Requests have been sent to the members to use their best endeavors to defeat the Cramton bill, which will be up again for action in the Senate at Washington in December. All should get into communication with their United States Senators and advise them it is a menace to legitimate industries whose existence depends in whole or in part on the use of alcohol as a raw manufacturing material.

SODA WATER FLAVORS MANUFACTURERS

The nineteenth annual convention of the National Association of Manufacturers of Soda Water Flavors was held November 10 at the Brown Hotel, Louisville, Ky. The following officers were elected:

President, Charles O'Connor, of the S. Twitchell Co., Philadelphia; vice-president, Charles H. House, of Jacob House & Sons, Buffalo, N. Y.; treasurer, H. E. Harrison, of the Liquid Carbonic Co., Chicago; secretary and attorney, Thomas J. Hickey, Chicago.

Further information will be given in our next issue.

HATFIELD HEADS THE AMERICAN BOTTLERS

W. B. Hatfield, of Brooklyn, N. Y., was elected president of the American Bottlers of Carbonated Beverages to succeed Sidney W. Lee, of Birmingham, Ala., at the Louisville convention, November 10 to 14. C. B. Chesterman, Sioux City, Iowa, and I. M. Oberfelder, Baltimore, Md., were elected vice-president and treasurer, respectively. Mr. Lee, the retiring president; James Vernon, Jr., Detroit; J. C. Jeffords, Wichita, Kans., and Hugh J. McMackin, Boston, were elected directors for three year terms. William Bostelman, Chicago, was elected director for one year to fill out the unexpired term of Mr. Hatfield.

After hearing a speech by Senator Royal S. Copeland of New York, who lauded bottled carbonated beverages as an aid to health because they supply most necessary fluid and food properties, the convention adjourned.

The selection of the next place of meeting was left to the executive board which will meet at national headquarters in Washington, D. C. next February.

Information in Other Departments

Readers of the FLAVORING EXTRACT SECTION are advised that items of interest to them may be found in our Trade Notes pages, as well as in Patents and Trade Marks, and other departments of THE AMERICAN PERFUMER.

ARKANSAS SUPREME COURT UPHOLDS ALCOHOL CONTENT IN FLAVORINGS

The Arkansas Supreme Court on October 27 reversed the judgment of Johnson Circuit Court, in sentencing Henry Honaker to a year in the penitentiary because the trial court refused to give an instruction to the jury as requested by the defendant. Honaker, agent for a patent medicine company, was alleged to have sold to Joe Logan two bottles of vanilla extract which contained intoxicants. Logan had been drinking moonshine liquor at the time of the purchase, and after drinking the extract, he became intoxicated, according to the evidence. Honaker testified that he sold the extract only after Logan had declared he wanted it for his mother, for cooking purposes.

In other decisions the Arkansas Supreme Court has held that such contentions were immaterial if the article sold could be and was used as an intoxicating beverage, although it was not manufactured for that purpose and was not sold as a beverage.

The instruction Honaker requested, but which the court refused to give the jury, was to the effect that "if an extract containing only the necessary quantity of alcohol to compound and preserve it for domestic use, is sold, then such sale is not unlawful, because someone of abnormal taste, depraved habits, or perverted habits buys such extracts for use as a beverage."

This instruction the court held, should have been given. The court contended that it was a question of fact in such cases whether a greater quantity of alcohol was used than was reasonably necessary for the lawful purpose of compounding and preserving, and the jury might have found that only the necessary quantity of alcohol was used.

While extracts commonly are regarded as foods, rather than drugs, said the court's opinion, the term "drug" as defined in the pure food and drug act, brings extracts within the definition of a drug, and if "so much and no more" alcohol is used as is "reasonably necessary" to compound and preserve, the law is not violated, although some pervert drinks it.

MANUFACTURERS' CENSUS OF FLAVORING SYRUPS, EXTRACTS AND BITTERS

The Department of Commerce at Washington, announces that data collected at the biennial census of manufacturers, 1923, concerning establishments engaged primarily in the manufacture of flavoring syrups and bitters reported a total output valued at \$50,016,923, an increase of 13.5 per cent as compared with 1921, the last preceding census year. Of this total, \$45,787,431 represents the value of flavoring syrups and bitters and \$4,229,492 the value of flavoring extracts, beverages and incidental products.

In addition, flavoring syrups and bitters were made to some extent by establishments engaged primarily in other industries. The value of these products made in such establishments in 1921 was \$2,085,693, an amount equal to 4.7 per

cent of the value of the products of the flavoring syrups and bitters industry for that year. The corresponding value of 1923 has not yet been ascertained, but will be shown in the final reports of the present census.

Of the 176 establishments reporting for 1923, 37 were located in New York, 16 in Illinois, 15 in Ohio, 13 in Pennsylvania, 12 in California, 9 in Maryland, 8 in New Jersey, 7 each in Massachusetts, Missouri and Texas, 5 each in Kentucky, Tennessee and Wisconsin, 4 each in Georgia, Louisiana and Virginia, and the remaining 18 in Alabama, Colorado, Florida, Indiana, Kansas, Maine, Minnesota, North Carolina, Rhode Island and Washington.

RECENT DATA ON VANILLA EXTRACTS

REVIEWED BY R. O. BROOKS (FORMERLY STATE CHEMIST, N. J. AND PA.) ANALYTICAL FOOD INSPECTION CHEMIST, NEW YORK CITY.

In the August, 1924, issue of the *Journal of the Association of Official Agricultural Chemists* is reported the work of the referee upon vanilla extract testing methods.

C. A. Clemens, the referee upon this subject, investigated the estimation of lead as chromate in the determination of the "lead number" of vanilla extract and compared it with the estimation of lead as sulphate. He showed that the chromate method was as accurate and rapid as the sulphate method and to possess certain advantages.

He also compared Wichman's modification of the official Winton method of procedure (for lead number) with the original and found that it gave a better coagulation of the colloidal lead precipitate, due to heat, dilution and presence of alcohol.

Mr. Clemens also reports upon the analysis of three authentic samples of vanilla extract (vanillin 0.15%, 0.18%, 0.13%) and found total ash contents of 0.31%, 0.256% and 0.332%, the alkalinity of the total ash requiring 43.5 c.c., 31.5 c.c. and 43.5 c.c., tenth normal acid. Official (Winton) lead numbers (lead determined as sulphate) were 0.57, 0.48 and 0.64, while lead as chromate gave 0.61, 0.46 and 0.62. By the Wichman modification, lead numbers of 0.86, 0.73 and 0.96 were obtained by the chromate method and approximately the same by the sulphate method.

Olive Oil Production in Mediterranean Basin

The total olive oil production for the Mediterranean Basin this season will amount to about 825,000 short tons, a crop considerably above the average, according to a cable to the Department of Agriculture from Consul Frost, Marseilles, France. Commercial estimates placed last year's production at around 660,000 tons. According to the latest figures, Italy will produce 275,000 short tons; Spain, 253,000 short tons; Greece, 165,000 short tons; Tunis, 33,000 short tons; Algeria, 16,500 short tons.

Official estimates of the olive oil crops in Spain and Italy last year were 329,432 short tons and 198,822 short tons, respectively. The average production in Spain during the five years 1919 to 1923 amounted to 330,000 tons, while the average production in Italy during the same period amounted to 193,000 tons.

Greek Olive Oil Estimates

The Greek olive crop for 1924 is estimated as rich by public agriculturists throughout Greece. The olive oil crop is put at 600,000,000 okes, according to unofficial estimates transmitted to the Department of Commerce by Assistant Trade Commissioner Charles E. Dickerson, Jr., Athens. Using 2.82 pounds per oke, the estimate in short tons would be 846,000 tons.

PURE FOOD AND DRUG NOTES

In this department will be found matters of interest contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our WASHINGTON CORRESPONDENCE, SOAP SECTION and other departments for further information.

Notices of Judgment Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Among the notices of judgment given under the Federal Foods and Drugs Act, Nos. 12,251 to 12,350, inclusive, sent out recently by the Bureau of Chemistry, Washington, D. C., the following are of interest to our readers:

12,264. Adulteration and misbranding of vanilla extract. U. S. v. 366 dozen and 218 dozen bottles of Vanilla Compound. Consent decrees of condemnation and forfeiture. Product released under bond. Adulteration of the article was alleged in the labels for the reason that it was an imitation extract consisting of a hydroalcoholic solution of vanillin and coumarin, artificially colored, which has been mixed and packed with and substituted wholly or in part for vanilla extract. Misbranding was alleged for the reason that the statements "Vanilla Compound" or "Vanilla," appearing on the cases and the statement "Compound of Vanilla, Vanillin and Coumarin," appearing on the bottles, were false and misleading and deceived and misled the purchaser.

12,308. Adulteration and misbranding of vanilla. U. S. v. 1 Barrel of Vanilla. Consent decree of condemnation and forfeiture. Product released under bond. A substance composed of a hydroalcoholic solution of vanillin and coumarin, colored to conceal its inferiority, was alleged to be "Vanilla Compound Flavor."

12,309. Same charge as 12,308. Plea of nolo contendere. Fine, \$10. Analysis of a sample by the Bureau of Chemistry showed that it consisted of an artificially colored mixture composed in part of vanillin and coumarin and containing no vanilla flavor.

12,347. Adulteration of Limonada and Zarzaparrilla. U. S. v. 137 Bottles of Limonada and Zarzaparrilla. Default decree entered, ordering destruction of products. These articles were put out by a tropical fruit juice company. It was found that a solution of saccharin had been used and that they were probably injurious to health. No claimant appeared for the property.

There were five olive oil misbranding and adulteration judgments. In one a fine of \$200 was imposed, in another \$170, in the third \$100, in the fourth \$25 and in the last the property was condemned, forfeited and sold.

Maine

Maine Agricultural Experiment Station, Orono, has issued reports of Official Inspections on Foods and Drugs made by James M. Bartlett, chief chemist, recently. Numerous inspections were made of various articles including non-alcoholic beverages, ice cream and flavors. An olive oil sample was found not to be adulterated, although the flavor was not first class. These flavoring items are given:

No. 21,015. Lemon Flavor. Prepared by * * * Biddeford, Me. This sample comprised three small bottles containing 1 3/4, 1 5/16 and 1 3/4 fluid ounces respectively of an emulsion of oil glycerine, water and some thickener like gum tragacanth. The mixture contained an average of 6.45 per cent lemon oil, but on standing the oil comes to the top quite quickly, therefore unless one were careful to shake well before using the flavor would not be uniform.

No. 20,993. Vanilla. Manufactured by * * * Biddeford, Me. The analysis of this product showed that it was an imitation vanilla flavor made from coumarin and vanillin colored with caramel.

Canada

The Department of Health at Ottawa has issued a regulation amending the Regulations Under the Food and Drugs Act in relation to the labeling of drugs. It requires in legible type on the main panel of the main label the name

and address of the manufacturer, or of the person for whom the article is manufactured; a statement of the net contents in terms of measure or weight; a complete list of the medicinal ingredients giving the names under which they are commonly known. This applies to drugs, not foods, as amended.

The order is supplementary to the pamphlet sent out by the Department of Health following the codification of the Canada Food and Drug Regulations which was made April 8, 1924, by an Order in Council, and of which readers of this department who might be interested were advised last July.

The Province of Alberta is much stirred up over the government order forbidding the sale of lemon, orange and peppermint essences or extracts except in the government liquor stores. Retail merchants, druggists and other interests have been taking sides in the controversy. There is considerable confusion over the situation, which probably soon will be clarified.

Food Conference in New York, November 24

Representatives of the various food industries of the country will meet for second annual conference at the Waldorf-Astoria, November 24, under the auspices of the Food Products Institute of America. The conference will discuss the growing, importing, warehousing, processing and marketing of food, raw materials and products. Also participating in the meeting will be representatives of the National Cannery Association, American Bankers Association, National Confectioners' Association, Institute of American Meat Packers, National Association of Ice Cream Manufacturers, American Bottlers of Carbonated Beverages and fifty-two national associations allied with various food-stuffs. The subjects to be discussed include taxation, marketing costs, cold storage and the export trade.

H. W. Taylor Heads New York Food Bureau

Hugh W. Taylor has been appointed director of the Bureau of Food and Drugs of the Department of Health of New York City. Mr. Taylor has been connected with the department since 1905 and with the bureau since 1910. He has served as chief of the Division of Drug Inspection and chief of the Division of Food Inspection. He succeeds Ole Slathe, the veteran head of the bureau, who resigned recently.

NEW ZEALAND FOOD AND DRUGS ACT

The New Zealand standards for food and drugs, as affecting essences and extracts, are as follows, according to information received by the *London Oil & Color Trades Journal*: 65.—(1) Essences shall be solutions of wholesome flavoring substance in ethyl alcohol, or in water, or in both, with or without harmless coloring matter. They shall not contain any mineral oil nor any added foreign substance. (2) Oil of lemon shall be the volatile oil obtained by expression from the fresh peel of the lemon (*Citrus limonum*). It shall conform to the characters and tests prescribed in the 1914 edition of the British Pharmacopoeia; provided that, if the weight of aldehydes, calculated as citral, exceeds four parts per centum, the minimum rotation of 58° will be reduced by 0.5° for each increment of 0.25 per cent of aldehydes, but in no case less than 56°. (3) Essence of lemon shall be the flavoring extract prepared from oil of lemon or from lemon peel, or from both. It shall contain not less than ten parts per centum by volume of oil of lemon, and shall conform with the general standard for essences. (5) Terpeneless essence of lemon shall be the flavoring extract prepared by dissolving terpeneless oil of lemon in dilute alcohol or in water, or in both. It shall contain not less than four-tenths of one part per centum by weight of citral derived from oil of lemon. . . . (8) Vanilla essence shall be an alcoholic extract of vanilla. It shall contain not less than fifty-five parts per centum by volume of alcohol. It shall contain in one hundred cubic centimetres the soluble matter from not less than ten grams of vanilla bean. It shall contain not less than one-tenth of one part per centum of natural vanillin. It shall conform with the general standard for essences, except that it may contain sugar or glycerine.

WOMEN OF CARTHAGE IN 700 B. C. HAD VANITY CASES AS WELL AS VANITY

The fact that Dido, famous Queen of Carthage, doubtless added to her fatal attractiveness with artificial aids is suggested by the powders, rouges, vanity cases, and other beautifying paraphernalia, dating back to 700 B. C., recently unearthed in Carthage by Count de Prorok.

Judging by the variety of these articles the boudoir tables of the beauties of old Carthage apparently rivaled in interest and efficiency those of any girl of today. One can easily imagine the emotional Dido, pictured by Virgil as always alert to the dramatic possibilities of an occasion, carefully applying whatever was the Carthaginian equivalent of the rouge of today before casting herself upon the burning funeral pyre.

Some writers have advanced the theory that a contributing factor to the fall of Carthage was the extensive use of cosmetics at that time. On the contrary, a study of history will show that a nation's civilization is marked by the use of cosmetics by its women, and not by their disuse. When the Roman Empire comprised almost all of the then known world, perfumes and cosmetics were used on a scale far surpassing that of today.

On the other hand, during the Dark Ages, when civilization was at a low ebb, the use of cosmetics was unknown. Greece fell when its men became emasculated and its women neglected. All civilizations have been founded on the virility of their men and the beauty, charm and grace of their women. The accounts of civilizations which have decayed show plainly that decay has been due to overindulgence in eating and drinking and to weakening of their ethics. When women kept the home fires burning and made themselves beautiful and charming to welcome their returning conquering heroes, they were rendering to their country the services which helped to make it great.

Beauty and good grooming of women are even more essential today, when their attractiveness of appearance not only helps to sustain the morale of their husbands and friends of the masculine sex, but is a definite aid to the success for which they are themselves striving in society, or in business, or professional life. Good powders not only keep the skin smooth but protect it against the elements; rightly used they make for cleanliness. Rouge means more than a becoming glow. It is a little red box of courage which spells health and youth and energy.

Prohibition Increases Sale of Preservatives

That "prohibition has caused the general use of benzoate of soda and other unwholesome substances for the preservation of cider" was declared by H. E. Eddy, hydraulic press expert of Philadelphia, in an address recently at Atlantic City. The necessity of keeping within dry law requirements forced the use, though benzoate of soda was long ago condemned as a food preservative by Dr. Harvey W. Wiley, Mr. Eddy added.

Soft Drink Production Decreases \$11,000,000

Soft drink manufacture showed a decline of \$11,000,000 in 1923, as compared with 1921. Census Bureau statistics show the total value of beverages to have been \$226,188,562 in 1923, as compared with \$237,627,791 in 1921. Value of mineral and carbonated beverages increased from \$108,366,779 in 1921 to \$142,795,723 last year. The decline was in value of cereal beverages, the value of which was \$76,226,432, as compared with \$122,051,354 in 1921.

Navy Ends Ban on Carbonated Beverages

Navy Secretary Wilbur has lifted the ban against the sale of bottled carbonated beverages on naval vessels. The action was taken as a result of representations made to the Navy Department by the American Bottlers of Carbonated Beverages as to the health value of the products.

WASHINGTON CORRESPONDENCE

(Continued from Page 472)

Growth in Essential Oils Trade

Figures on exports and imports of chemicals and oil products show a growth in the trade in essential oils. Foreign sales of essential oils have been steadily expanding and have recorded an increase of 37 per cent in value for the nine months of 1924 as compared with the corresponding period of 1923, a total of 1,000,999 pounds, valued at \$1,084,697 being recorded for 1924. September was particularly favorable, with shipments the largest for any single month.

The imports, on the other hand, have been declining. A drop of thirteen per cent in value was registered for the 1924 period compared with that of 1923, this year's receipts amounting to \$3,762,752. The leading oils imported were the flower oils, chiefly geranium, citronella, and lemon grass, otto of roses, and thyme oils.

The steady expansion in the sales of perfumery and other toilet preparations and the diminution in the purchases evident during the past two years, continued during the nine months period and exports were still in excess of the imports by \$1,569,719. While a reduction occurred in the outgoing as well as in the incoming shipments of perfumery and toilet waters, gains for both exports and imports were made in other items in the group, such as creams, rouges and cosmetics. From January 1 to September 30, 1924, the total exports of perfumery and all toilet preparations attained a value of \$5,487,494.

Old Babbitt Complaint Dismissed

Dismissal of the complaint against B. T. Babbitt, Inc., soap manufacturers of New York City, has been announced by the Federal Trade Commission. The company was charged in the commission's complaint with the use of alleged unfair methods of competition in connection with guaranteeing against price decline in the cost of soap, soap powder and soap compounds. The complaint was issued on September 23, 1919. It declared that the company had followed the practice of offering and holding out to customers, particularly to jobbers in the wholesale grocery trade, the guarantee or assurance that customers holding in stock any of its products at the time of a decline in its list price therefore would be compensated for such decline by rebates, equal in amount to the difference between the list price paid for such products actually on hand and unsold and the lower list price subsequently announced. No explanation was given for dismissing the complaint.

Complaint Against Jordeau Dismissed

The Federal Trade Commission has dismissed its complaint against Jean Jordeau, Inc., South Orange, New Jersey, manufacturer of depilatories. The complaint, which was issued on February 26, 1924, alleged that the company had made false and misleading assertions regarding action of its product when applied to the human skin, to the effect that product when so applied removes or kills the roots of the hair, thus preventing the regrowth of hair on that portion of the body to which said compound has been applied.

"The truth and fact is that respondent's said depilatory neither kills nor removes the roots of the hair and that after its application there is a regrowth of hair upon that portion of the human body to which said depilatory has been applied," said the commission in its original complaint.

Fourteen Colors Featured on Spring Card

The Spring color card of the Textile Color Card Association shows these fourteen colors: Citron, a pale yellow; Castilian, a bright Spanish red; bluet, a cornflower blue; Gobelin, a Copenhagen blue with a grayish cast; conch shell, a salmon pink; Mamora, a water green with a bluish cast; wild orchard, an orchid of the pink type; thistle bloom, a light shade of purple; tango pink, a soft pastel pink; pablo, a golden tan; seaside, a tan shade; Indian orange, a vivid orange; terrapin, a warm light brown, and French gray, a very soft gray.

PATENT REFORMS AT WASHINGTON

Appointment of a committee composed of representatives of leading patent bar associations has been announced by Secretary of the Interior Work to simplify methods of procedure and expedite the business of the Patent Office. The committee has held its first meeting and mapped out its program. The committee plans to make a thorough review of the Patent Office and to submit suggestions necessary for changes in practice that will result in bringing the work of the bureau to a current basis.

This bureau, because of a tremendous increase in the patent business during the last six years, has been unable to keep up with the applications for patents that have been filed by the public.

Included in the membership of the committee are representatives of a number of large manufacturing concerns, who are constantly presenting applications for new patents to safeguard their business.

Members of the committee are George A. Prevost, Washington, D. C., representing the American Patent Law Association; Thomas Ewing, New York City, representing the New York Patent Law Association; Henry M. Huxley, Chicago, Ill., representing the Chicago Patent Law Association; Harry Freese, Cleveland, Ohio, representing the Cleveland Patent Law Association; Milton Tibbetts, Detroit, Mich., representing the Michigan Patent Law Association; J. Bailey Brown, Pittsburgh, Pa., representing the Pittsburgh Patent Law Association; and A. J. Brousseau, automobile manufacturer, representing the Chamber of Commerce of the United States.

Importers Win Powder Puff Protest

The rate of duty on powder puffs of down in leather cases is lowered from 45 to 30 per cent in a decision by the Board of Appraisers sustaining a protest of Franklin Simon & Co. The powder puffs were assessed on entry at the 45 per cent rate under paragraph 1407, act of 1922. Judge McClelland holds that they should have been assessed at 30 per cent as manufactures of leather under paragraph 1432. In his opinion, the General Appraiser writes: "An examination of the sample shows that it is not a broom, tooth brush, toilet brush, duster, or any of the articles mentioned in paragraph 1407. The claim that duty should have been assessed at 30 per cent ad valorem under paragraph 1432 is sustained."

Quality Has an Advantage Over Price in Many Cases

The manufacturer who buys equipment and makes his decision purely on price, always loses. A machine is not necessarily cheap nor necessarily expensive when values are determined purely by price. The value of a machine or equipment must be based on what such machine or equipment will accomplish, what its productive value may be, its cost of operation, cost of upkeep, and its durability. The lowest-priced machine may be, and generally is, the most expensive, and the machine of a higher cost may be, and generally is, the cheapest.—*The Superintendent, Cincinnati, Ohio.*

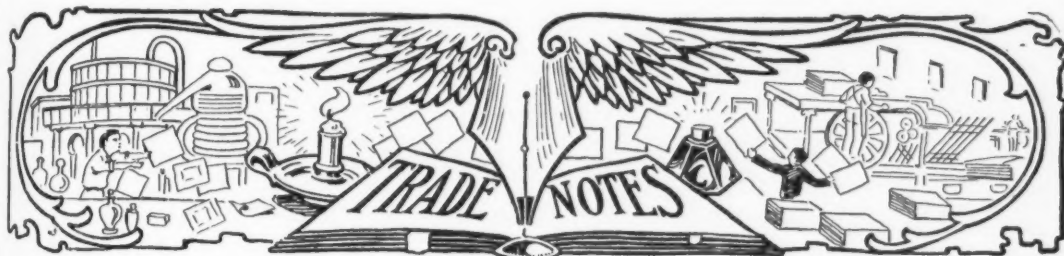
Appreciates and Enjoys "American Perfumer"

(From Jos. T. Sullivan, president of the Itsa Company, Inc., Toilet Preparations, Camden, N. J.)

We always enjoy reading THE AMERICAN PERFUMER, appreciate the benefit derived from the many instructive articles published and look forward with much interest to receiving the new issue each month. May I remark that the personal touch that is exemplified in many of the articles published should enhance the bond of good-fellowship which should exist always among friendly enemies. We wish you much success.

Sent in by A. Herman Wirz, of Chester, Pa.

German peasants chose frankfurters as a birthday gift to Marshal von Hindenburg. To which, doubtless, the General genially remarked, "Hot dog!"—*New York Herald-Tribune.*



The attractive insert of Les Usines Allondon, La Plaine-Geneva, Switzerland, Fox & Clarke Co., Inc., New York City, American representatives, scheduled to appear in this issue was delayed in shipment and did not arrive in time for insertion. Likewise, the first of a series of new inserts for P. Robertet & Cie., Grasse, failed to arrive in time. And, due to printing trouble abroad, the attractive insert of Polak & Schwarz, Ltd., Zaandam, Holland, Wangler-Budd Co., Inc., American agents, also will be missed.

Robert R. Ellis, president of the Hessig-Ellis Drug Co., of Memphis, Tenn., and the Hessig-Ellis Drug Co. of Arkansas, of Little Rock, Ark., is still receiving congratulations on his recent election as a director of the Chamber of Commerce of the United States. The honor is doubly

appreciated by his numerous friends, for this is the first time the National Chamber has chosen a director from among the many strong figures in the wholesale drug trade.

Mr. Ellis has been active in civic affairs in Memphis and elsewhere in the South, and is a director in the Central-State National Bank, of Memphis. He has served as president of the Cotton States Merchants' Association and of the Memphis Chamber of Commerce, and

is a member of the governing board of the National Wholesale Druggists' Association, in the affairs of which he has long been active. Also he has served in practically every drive for the Liberty Loan, Salvation Army, Red Cross, Y. M. C. A., and other causes, either as chairman or member of the executive committee. Mr. Ellis has written several brochures on credits and collections and various phases of distribution, and his treatise on Cash Discounts and Trade Acceptances is used as a text book in several schools and universities.

A daughter, Roselyne, was born recently to Mr. and Mrs. A. Blanqué, Grasse, France. Mr. Blanqué is a member of the firm of Bruno Court, and Mme. Blanqué is the daughter of Mme. Merle, proprietor of the business.

E. N. Langlois, perfumer and manager of the perfume department of the United Drug Co., Boston, Mass., and a member of the Executive Board of the American Manufacturers of Toilet Articles, was a recent New York visitor.

Herbert Ogden Hyatt, president and treasurer of the Brass Goods Mfg. Co., Brooklyn, N. Y., died October 31 at his home in Amityville, L. I. While Mr. Hyatt had suffered from a cardiac affection for a number of months, the end was unexpected.

Mr. Hyatt was born in Brooklyn, December 13, 1859, and resided there the greater part of his life. Starting his first business venture with the Brass Goods Mfg. Co., as a youth, he remained there for three years, and then entered the employ of the Lackawanna Railroad in an executive capacity. After two years of railroading, however, Mr. Hyatt decided to return to the Brass Goods Mfg. Co., and was actively identified with this company for the last forty years. Step by step, the company advanced by conservative degrees, under his progressive management, until today it is widely known as a designer and manufacturer of sheet metal specialties.

In 1909, Mr. Hyatt and his brother, Frank S. Hyatt, in association with Alfred E. Bruns, the present head of the company, founded the Metal Package Corporation of New York. Mr. Hyatt was elected president and held this office from 1910 to 1917, when he and his brother sold their interests



THE LATE H. O. HYATT

in that company to Mr. Bruns, who then became president.

Mr. Hyatt married Catharine A. Burtenshaw, October 31, 1888. He is survived by his wife, a son, Herbert Ogden Hyatt, Jr.; a daughter, Mrs. Alfred Raboch; a brother, Frank S. Hyatt (vice-president and secretary of the Brass Goods Mfg. Co.), and two sisters, Miss Annie Hyatt and Mrs. Edward H. Bancker.

It might be said that Mr. Hyatt was one of the pioneers in using a motor car, for he purchased an automobile when that industry was in its infancy, and has been an ardent devotee of motoring ever since. Another leading hobby followed by Mr. Hyatt was yachting. Next to motoring, nothing pleased him more than a speedy yacht. He was an active member of the Amityville Yacht Club, and participated in a number of racing events. Mr. Hyatt's personality was genial and sympathetic, and these qualities endeared him to his family and his many business friends. He was always ready to reach out the helping hand to assist those less fortunate, and his passing will occasion deep regret.

Funeral services were held November 3, at the Fairchild

Funeral Parlors in Brooklyn, and were attended by many prominent members of the industry. Interment was made in Greenwood Cemetery, Brooklyn.

Expressions of sympathy have been made by a number of leading manufacturers of toilet preparations regretting the death of Mr. Hyatt, and these attestations of esteem have been forwarded to the surviving brother and partner, Frank S. Hyatt.

The great plant of Colgate & Co., in Jersey City had a narrow escape from damage and possible destruction on November 14 in a \$2,000,000 fire which burned the warehouses of the American Sugar Refinery and some factories close by on the Hudson River front. The gratifying assurance is given by one of the Colgate executives that the plant suffered no damage whatever.

Colgate Clock for November, as usual, is bright, well illustrated and enjoyable. Dr. Martin H. Ittner, chief chemist, opens the issue with a chapter on "Ambergris: a 'Fragrant Drug'" and shatters some popular illusions about the product, including the potentiality which some perfume writers attribute to it for wonderful fixative properties. He says in part:

"Ambergris is used to advantage in some perfumes, but so far as I can see, only because of its agreeable odor, which odor in itself is quite lasting. It does not have a disagreeable odor at all, but has a rather mild, pleasant resinous odor which is still noticeable even when used in great dilution and mixed with other perfume materials."

Walter T. Hathaway, purchasing agent, has just completed forty-nine years of active service with the Colgate firm and his friends and associates are beginning to plan for his semi-centennial anniversary on October 3, 1925, for they are sure his good health and pep will long be with him.

An account is given of a three days' carnival of athletes and fans which marked the recent dedication of Colgate Field at the Newark Athletic Country Club, which was presented to the club by Col. Austen Colgate. It is one of the finest athletic fields in the world and already has been the scene of the National Amateur Athletic Union Championships.

Mr. and Mrs. James D. McCroskery, of Weehawken, N. J., celebrated their golden wedding anniversary last month. Mr. McCroskery in the previous month completed fifty-one years of active service in the Colgate establishment.

The shutters at Belle Harbor have gone up and the last levy of Colgate young ladies who have been enjoying vacations at this delightful resort, provided by the firm, has returned to carry on until Summer comes again.

E. M. Kaylor, sales manager of custom can division of Metal Package Corp., New York, is at the Lutheran Hospital, 144th street and Convent avenue, New York, where he underwent a surgical operation on November 18. Reports as we go to press indicate that he is getting on in good shape.

Bergeret-Griffon, 145 West 45th street, New York City, has succeeded to the business of Charles Bergeret. Andrew Griffon, who has been associated with Mr. Bergeret for the last five years is now a partner in the enterprise. In addition to representing the Cristalleries de Nancy, of Nancy, France, the firm will handle in this country the paper boxes manufactured by Marius Milou & Cie., of Montellimar, France.

François Morel, one of the partners of Lautier Fils, of Grasse, France, and Beirut, Syria, and Morel & Co., of Grasse, France, who has been sojourning in America for the last two months, sailed for home on the *Paris* November 19, much pleased with his visit and gratified by his renewed study of trade conditions in this country. While in the city he made his headquarters at the American branch of Lautier Fils, of which C. H. Bourguet is the manager.

In his tour of the country Mr. Morel naturally took into account the expansion of his market here and decided to appoint Neumann-Buslee & Wolfe, Inc., of Chicago, as representative for both of his firms for the Middle West and the Pacific Coast.

François Amic of Roure Bertrand Fils, Grasse, France, sailed for home on the *Berengaria*, November 5, well satisfied with his visit. He found business good and steadily improving and perfumery manufacturers very much interested in Grasse products, particularly jasmin.

While here he made his headquarters with Roure Bertrand Fils, Inc., 461 Fourth avenue, New York, where George Silver, vice president and general manager, is in charge of American business.

Orford Soap Co., of Manchester, Conn., has filed a certificate increasing its authorized capital stock from \$350,000 to \$1,350,000.

Oscar A. Brown, of the O. A. Brown Company, Inc. New York City, has returned from a business trip through Pennsylvania, Ohio and New York, where he found conditions to be sound and the outlook most promising.

Mr. and Mrs. Carl Schaezter, of New York, sailed on the steamship *Columbus*, November 15 to be gone several months on the continent.

Léon Silvin, president of Keller-Dorian, Silvin Co., Lyons, France, accompanied by his son, Jean, who have been visiting the trade in the United States, in company with William B. Pitts, head of the import department of Whiting-Patterson Co., New York City, American agents for the concern, will return home on the *Paris* December 10.

H. L. Heiter, who spends his spare time on his estate at Orwell, two miles from Redfields in the Adirondacks, reports an unusually good harvest of apples, and seasonal vegetables, particularly potatoes, which are unusually large. As yet Mr. Heiter has not entered any of his specimens in country fairs; but according to the opinion of his neighbors, his crops are in the prize class.

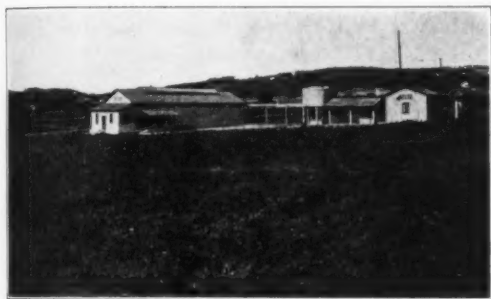
The firm of R. F. Kinney & Associates, known to the perfume trade as the designers and manufacturers of embossed seals, labels and displays has amalgamated with Ferdinand Roth & Bros., Inc., 255 Greenwich st., New York, and will continue to function under the name of Ferdinand Roth & Bros., Inc., with R. F. Kinney as president of Dennis F. Moriarity as vice-president and treasurer. This combine will enable this organization to give increased service due to additional machinery and so forth.

Fire of an unknown origin damaged the perfume shop of Coin de Paris, Inc., 1576 Broadway, New York City, early in the morning, November 3. Fortunately the fire was discovered before it had made much headway.

The French invasion of the American turf with an equine carrying the colors of a most successful Paris perfumer has just ended. Pierre Wertheimer, owner of the famous Epinard, sailed for home on the liner *Paris* on October 23. A goodly company of American friends saw him off at the ship. He took his disappointment of four defeats in good vein and remarked that he would try to find a better horse than his French champion and bring him back in the future. He had no excuses to offer and took his pet's defeats truly philosophically.

Epinard himself sailed for home on the *Berengaria* on November 5, in company with Satin Slippers and two other distant relatives. There was a crowd of turf enthusiasts at the pier to see the four horses embark, and Epinard sailed with the best wishes of a host of American admirers.

Emile Schlienger, senior partner of Bertrand Freres, Grasse, France, sailed November 12, on the *Mauretania* for France. Mr. Schlienger visited the trade in company with P. R. Dreyer, American representative, and laid before per-



BERTRAND FRERES' BRANCH PLANT AT ST. JOSEPH

sumers the advantage that his firm claims for the flower products manufactured at the firm's new branch plant at St. Joseph, which was built amid the flower fields on the plain below the city of Grasse. As the accompanying illustration shows, the plant is among the flower farms conducted by the growers of the vicinity, and the flowers are delivered to the factory promptly after picking. The primary extraction, by means of volatile solvents in the new rotary type of extractors, is here made and the concretes are then taken to the main plant in Grasse where the absolutes are isolated. The St. Joseph plant is equipped with three of the rotary extractors and a fourth we understand will shortly be installed.

Mr. Schlienger has visited this country for many years and his perfect command of English and *savoir faire* make him always a very agreeable caller.

The firm of H. C. Ryland, essential oils and aromatic chemicals, 52 Laight street, New York, has appointed Cox & Simpkins, a well-known firm in the South, with headquarters in Atlanta, Ga., as Southern representative. A branch office under the name of H. C. Ryland is now being operated in Chicago.

W. Hulme Lever, acting chairman of Lever Bros., Ltd., England, returned home from a visit to this continent on the *Homeric* on November 1. He had been making a tour of both Canada and the United States.

Many of the great public improvements in the city of Cincinnati are due to the initiative and the stick-to-itiveness of George F. Dieterle who, on October 25, celebrated his 48th anniversary as a business man. And, not only may his fellow Cincinnatians trace to him many of their civic improvements, but they owe much to the Federal Products Co., Inc., of which he is president, for the city's high standing in the Nation's industrial activities especially within the last decade or more.

The casual visitor to Mr. Dieterle's office, on October 25, might have been somewhat astonished had Mr. Dieterle mentioned that the day marked the end of the 48th year of his business life. He doesn't look it. But then, it must be taken into consideration that Mr. Dieterle's life in business began as an office boy in an office just around the corner from where he now presides as the chief executive of a vast and successful trade institution. He began young and he never swerved from his boyhood purposes. That is one of the reasons why he is today one of the best posted authorities in his business in these United States. It was in 1876 that Mr. Dieterle, then a lad, became an office boy in the blending house of Mohr & Mohr, at Third and Elm streets, Cincinnati. Along in 1883 the house of Mohr & Mohr became the Union Distilling Co., and it was not long before that progressive concern took notice of the hustling young man, George F. Dieterle, and therefore it was not long before he was secretary and treasurer. As time went along his advancement continued, and when the Federal Products Co., Inc., took over the business he was naturally its guiding genius.



GEORGE F. DIETERLE

Despite all of the thought and labor used in supervising a great business, Mr. Dieterle has found time to exercise his executive ability in civic affairs. And it is not because of a yearning for glory and renown that he has planned and executed so many civic enterprises. He might have been Mayor of Cincinnati. But he didn't want it; is absolutely free of political ambition. If ever a man strove for things for a city because of a great and abiding love and faith for and in that city, he is that man.

For years he has been a leader in the affairs of the Cincinnati Chamber of Commerce and in the forefront of the progressives in that institution. He served as president of the Chamber of Commerce in 1914, and led one of the most brilliant administrations in the history of that body. And, while intent upon the civic welfare of his beloved Cincinnati, he also has been active in the upbuilding and the conservation of its physical good. For 25 years he has been a leader in the North Cincinnati Gym, the foremost physical cultural organization of Cincinnati, supervising, as it does, the physical welfare of some thousands of men, women and children. One of its properties is a great park, known as Bass Island, an institution which, through all the changes of recent times, has continued on the highest plane of old-fashioned decency and decorum. Bass Island itself is a remarkable monument in these days to an unswerving idealism and must be credited to an organization of men

and women who are of the Dieterle stamp of citizenship.

What sort of man is Mr. Dieterle as a personality? Well, he is a living symbol of good humor and an honest-to-God belief that the world is all right and all is right with the world. No matter what happens he bobs up smiling. In fact, his smile is just as much a part of him as his name. He is an optimist, 100 per cent indefatigable and undefeatable. Modest, withal. Almost shy. But nearly always a winner. And, if he does not win, you would never know it to look at him. Nor will you hear any boasting if he does win.

He was one of the commission of citizens who built the \$4,000,000 courthouse building in Cincinnati. He was one of the leaders of the convention bureau which has attracted numerous great conventions to Cincinnati. He believes in conventions, and then goes and gets them. He has always been a champion for the Ohio river improvements and canal projects. Most recently he was among the leaders in the successful campaign for a Masonic temple, a structure which is planned to be one of the finest in the world. He has one son, George A. Dieterle, who is in business with him, and is a chip of the old block; four daughters, two grandsons and one granddaughter. As to clubs—he belongs to exclusive Queen City, the top of Cincinnati clubdom; the Rotary, various Masonic organizations, the Business Men's Club, the Mahketawah Golf and Country Club and the Chamber of Commerce. He is a part of everything worth while in Cincinnati.

Negotiations have just been closed whereby the Victor Metal Products Corp., Brooklyn, N. Y., makers of collapsible tubes, will take over one of the most important properties in the industrial section of Brooklyn. The property is located on Newtown Creek, facing Long Island City and occupies 60,000 square feet of floor space. Other prominent companies located on this waterway and near the property are the Standard Oil Co., the United American Metals Corp., the Chelsea Fibre Co., the Sicilian Asphalt Co., and the Warner Sugar Co.

The company's present equipment for making collapsible tubes, it announces, will be augmented by new machinery especially designed by its engineers as well as the addition of several complete units and five large rolling mills. To avoid materially affecting production, the present factory in Diamond street will not be disturbed until the new machinery is in place. The action of the Victor company in moving into this large plant is a striking example of the confidence of this organization in the country's prosperity.

Henry F. Copeland, of L. Sonneborn Sons, Inc., New York City, accompanied by Mrs. Copeland, will spend the Thanksgiving holidays in Baltimore, where they will be joined by their daughter, Miss Louise Copeland, who is a senior at Hood College, Frederick, Md.

Elia K. Stoyanoff returned October 24 on the *France* from a seven weeks' trip abroad, most of which time was spent in the rose districts of Bulgaria. He also visited Paris, Nice and Grasse, besides making a brief but profitable stop at Monte Carlo.

New York Merchants' Exchange reports favorable action on an application for membership made by the Owens Bottle Co., David C. Applegate, New York manager.

Victor Vivaudou, accompanied by Mrs. Vivaudou, sailed November 15 on the steamship *Leviathan* for a three months' pleasure trip abroad. Practically the entire period will be spent in Paris, Grasse and other cities in France identified with the perfumery industry. In an interview with our representative just before sailing, Mr. Vivaudou stated that his business plans for the future are at this time undecided, and that next Spring, when he returns to the United States, he may have an announcement of importance to make.

Mr. Vivaudou is widely known throughout the industry, and his capacious stateroom on the *Leviathan* was thronged with friends wishing him and his wife bon voyage, while every available space was decorated with yellow and white chrysanthemums and red oak leaves, the whole forming an impressive floral effect and tribute.

V. Vivaudou, Inc., New York, reports for the quarter ending September 30 net loss of \$41,867 after depreciation and all reserves, against a net loss of \$87,172 in the preceding quarter, and net profits of \$97,916 in the first quarter of 1924, making a net loss for the nine months ended September 30 of \$31,123.

Hallowe'en was celebrated by the office and factory employees of the Trece Laboratories in the main offices of the company at 134th street and Willis avenue, New York City, on the evening of October 31.

Over 150 employees enjoyed indoor games, ducking for apples and dancing. Unfortunately, Myram S. Picker, secretary and general manager, was out of town, but otherwise the management was well represented at the party by Dr. D. P. Gillespie, president; Sidney Picker, sales manager; Louis Sasnor, purchasing agent; Alexander Gimonet, perfumer; D. Schlesinger, production superintendent, and Dr. von Baur Breitenfeld, chemist.

Each year a Hallowe'en social of this sort is held. It has proven to be most enjoyable and serves to bring the management and the employees into closer relationship.

S. B. Kaiden, general manager of the Solar Laboratories, Inc., and president of the Pallas Mfg. Co., New York City, is first vice-president of the New York Consumptive Relief League, Inc., and chairman of the committee for arranging the sixteenth annual ball, which is to be held early in 1925.

Mr. and Mrs. J. L. Matthieu, of Detroit, Mich., were recent visitors to the city and brightened our editorial day by paying a visit to our sanctum. Mr. Matthieu, who is purchasing agent for Frederick Stearns & Co., Detroit, spent a week in the metropolis on business. Mrs. Matthieu continued the trip on a visit to her natal city, Oldtown, Maine, where she visited her relatives and old friends, and also made a trip to the neighboring city, Waterville, where Mr. Matthieu was born. After a few days at the Hub (Boston) she returned to Detroit.

Luis M. Santeiro, managing director of Compania Nacional de Perfumeria, Havana, Cuba, and also director of Crusellas y Cia, arrived with his family on the *Majestic*, November 4, after a five months' stay in Europe. He remained in New York only a few days and then sailed for Havana.

William E. Swindell, of Swindell Brothers' New York office, accompanied by Walter B. Swindell, Jr., his cousin, has returned from a wild duck hunting trip at Pope's Island, Va. Both did very well; but William Swindell, who is an excellent marksman, with numerous records to his credit in the Pope's Island Club, of which he is a member, brought down the most ducks.

Fritzsch Brothers, essential oils, 82 Beekman street, New York, have this new telephone number: Beekman 4470-1-2.

At a special meeting of the board of directors of the Brass Goods Mfg. Co., of Brooklyn, Frank S. Hyatt, vice-president and secretary of the company, was unanimously elected president and treasurer, succeeding his brother, Herbert Ogden Hyatt, recently deceased. Other officers elected were: Edward H. Bancker, vice-president, and Lorenzo H. Pike, secretary and assistant treasurer.

The career of Frank S. Hyatt is a typical story of cumulative achievement in the business world. The banking business occupied the first twenty years of his commercial activities, but for the last eighteen years, Mr. Hyatt has been affiliated with the Brass Goods Mfg. Co. in an executive capacity. As a banker, he acquired a sound knowledge of finance and international affairs that has proved invaluable.



FRANK S. HYATT

Mr. Hyatt married Miss Catharine E. Stratton in 1889, and they have one son, Paul Whitney Hyatt, age 23. Mrs. Hyatt and Paul are now at Honolulu, that city being one of their stops on a world tour, of which

two months will be spent in India with Mrs. Hyatt's sister, the wife of a British army officer.

With an optimistic, pleasant personality, Mr. Hyatt has acquired a host of friends in his business and social life who will wish him the maximum of success as head of the Brass Goods Mfg. Co. Shooting and golf are his favorite diversions. He also is a member of the Essex County Country Club, of Orange, N. J.; the Crescent Athletic Club, of Brooklyn; Society of the Sons of the Revolution; Society of Colonial Wars; the Veteran Corps of Artillery; Montauk Lodge, F. & A. M.; Aurora Grata Consistory of Brooklyn, and Kismet Temple, Nobles of the Mystic Shrine.

Miss Jeanne Cecile Fries arrived on November 14 in the home of Mr. and Mrs. George G. Fries in Cincinnati. Mr. Fries, who is a member of the firm of Fries & Fries, has been the recipient of numerous congratulations.

The C-H-S Corporation, recently organized in Nashville, Tenn., has for its purpose the manufacture and distribution of toilet preparations. William T. Coles is president, Charles H. Sofge is vice-president and general manager, and William B. Hagen is secretary and treasurer. Mr. Sofge formerly was connected with the Paris Toilet Co., manufacturer of the Golden Peacock toilet preparations.

The three gentlemen whose photos are reproduced herewith are among the growing number of manufacturers' representatives who have become interested in our industries and who are established in various cities representing firms whose lines are related but not conflicting. The greatest number of these sales specialists are of course in New York City, but the groups in other centers are growing in number and developing in usefulness.

Leo Harold Brodrick, 30 East 42nd street, New York city, was in service as Lieutenant of Infantry in the world war. He specialized for a number of years in metal and fiber containers and at the beginning of this year established himself as manufacturers' agent, representing the Baxter Paper Box Co., of Brunswick, Maine, in New York, and W. C. Ritchie & Co., Chicago, Chicago box manufacturers, throughout the Eastern territory.



LEO H. BRODRICK

Edward A. Brewer, 34 Merchants Row, Boston, Mass., was New England representative for Baxter Paper Box Co. as early as 1915, but when the war started he entered the navy. On establishing his own sales agency in January, 1922, he again took up the Baxter line and took on also the Boston agency for Foxon Co., Providence, R. I., makers of embossed seals.



EDWARD A. BREWER

Douglas Wallach Stewart, 2119 Spruce street, Philadelphia, Pa., is a man of broad business training and experience who at one time was secretary of the Provident Lumber Co. He is now established as manufacturers' representative in Philadelphia, handling the line of Baxter Paper Box Co. and in addition natural and synthetic perfume materials for Belgian Trading Co., Inc., New York. Mr. Stewart keeps fit at the Penn Athletic Club, of which he is a member, and keeps his fund of entertaining stories supplied while cogitating at one end of a fishing line, as he is an ardent disciple of the gentle sport.



DOUGLAS W. STEWART

E. M. Laning, president of the E. M. Laning Co., Inc., New York, who is on an automobile trip in the interests of his company, reports from Chicago, while on his way to St. Louis: "I am having a fine trip. Business is good."

Announcement is made that the Canadian Branch of Fritzsche Brothers of Canada, Ltd., has moved to its new and greatly enlarged quarters at 93-95 Church street, Toronto, Ont. The firm says in a statement issued from its New York headquarters:

"The good will of our many Canadian friends and their patronage, hereby gratefully acknowledged, has made necessary this increased space and improved facilities. A larger stock of all oils and preparations will be carried at this new address and we are henceforth in position to give even better service than heretofore."

Courtois Mfg. Co., 350 Mercer street, Jersey City, N. J., telephone Montgomery 9663, has embarked in the manufacture of toilet preparations and cosmetics under private brands and is prepared also to do manufacturing for clients who supply their own materials. The initial announcement of the company appears on advertising page 82.

James Morrison, division sales manager for Owens Bottle Co., Toledo, Ohio, spent some time in New York City recently, calling on friends in the trade.

A. Belknap Foster, Michigan, Ohio and New York State representative for Magnus, Mabee & Reynard, Inc., New York City, has been visiting the home office. Mr. Foster reports business very good in his territory and that the outlook for the coming month is most promising.

Life thus comments on the departure of Mrs. Ernest L. King, of Winona, with her husband, the vice-president of the J. R. Watkins Co., and their son for a hunting season in the wilds of tropical East Africa:

"America's woman clasp pigeon champion is going to Africa to hunt big game. All she needs is some one to throw the lions up in the air."

Lever Brothers Co., soaps, Cambridge, Mass., gave \$1,000 in the drive for \$150,000 for the Salvation Army in greater Boston. F. A. Countway, head of the company, gave \$250.

Ryan & Richardson Co., manufacturers of vanilla extract, has opened a branch factory at 334 South San Pedro street, Los Angeles, reports A. G. Arnoll, secretary of the Los Angeles Chamber of Commerce.

C. R. Meehan, of Arthur A. Stilwell & Co., New York, essential oil importers, arrived home on the *American Merchant*, on November 4. Mr. Meehan was in England and France for two months, studying the European markets.

Albert Ritter, perfume chemist for John Wanamaker, Philadelphia, dropped over to call at the New York store of the firm since our last issue.

Minyunet Corporation of New York, Paris and London, has leased space in the Reade Building, Grand and Tenth streets, Hoboken, and will use it as a distribution plant. The New York offices are at 67 Fifth avenue.

Exporters' Sales Corporation, manufacturers' sales agent, Manila, Philippines, requests the receipt of data, price lists and other information from manufacturers of essential oils and other materials used in making soda water flavors and similar products.

François Goby, older son of Xavier Goby, proprietor of Tombarel Freres, Grasse, France, sailed for home on the *France*, October 29. His brother Jean will remain here to continue his study of American business conditions.

Dr. Charles H. Herty, president of the Synthetic Organic Chemical Manufacturers' Association, has returned to his office in New York after a ten-day hunting trip in Michigan.

Dr. Roger N. Wallach, vice-president of the Grasse Chemical Co., New York, has purchased an estate at Briarcliff, N. Y. It consists of three acres and a stucco residence and the property was sold for \$100,000, according to reports.

George K. Diller, eastern representative for the Wheeling Stamping Co., Wheeling, W. Va., has returned from a week's business trip through lower New England and the upper part of New York State, where he found on all sides complete confidence in the continuation of good business.

Magnus, Mabee & Reynard, Inc., New York City has prepared complete and interesting chlorophyll displays indicating the various uses of this product, which have been presented to the Bureau of Plant Industry, Department of Agriculture, Washington, D. C., and also to a number of large universities.

Dr. William Jay Schieffelin, of Schieffelin & Co., New York, has been elected chairman of the Board of Trustees of the Tuskegee Normal and Industrial Institute, Tuskegee, Ala.

With the Baltimore and other plants of the United States Industrial Alcohol Co. operating on full schedule and a ready market for the company's products at higher prices than prevailed a year ago, earnings promise to considerably exceed those of 1923, says the *Baltimore Sun*. Indications are that the company will round out the current year with a balance equal to between \$13 and \$14 a share on the common stock. This would compare with \$11.50 earned last year. The final quarter promises to be by far the best of the year.

Roblin H. Davis and William A. Hover, wholesale druggists, of Denver, Col., have been elected members of the Denver Tourist Bureau.

Announcement is made that Fanchon Hart, micro-analyst, is now an associate of the American Institute of Cosmetics and Perfumery, Inc., with headquarters at 370 Seventh avenue, New York City. Miss Hart ranks well among micro-analysts in so far as the science relates to the analysis of foods, drugs, spices and general commercial compounds, and her findings have been cited in court decisions.

Dr. Roddie Minor, head of the Institute, has long been engaged both in research and commercial production. Many years of active work, coupled with first hand studies of the perfume centers in France, has advanced her in the industry.

The A. I. C. P. is a service and consulting organization, its purpose being to act in an advisory capacity to clients.

A. R. Chisholm, at one time with the Alfred H. Smith Co., and for more than a decade in the selling line, now represents the Odorono Co., of Cincinnati, in the eastern territory, with headquarters in New York City.

William Hosken, of Vietor & Hosken, this city, sailed for Europe on the *Leviathan*, October 25. Mr. Hosken's itinerary includes London, Paris and Basle, Switzerland. In the latter city, he will have headquarters with Bubeck & Dolder.

Charles Matthias, of the Matthias & Freeman Paper Co., fancy box cover paper, 117 North 7th street, Philadelphia, has returned from a business trip through the South, where he found trade conditions to be improving satisfactorily, especially in his own line.

Nashua Package Sealing Co. has been incorporated under the laws of New Hampshire to transact the business formerly handled by the package sealing division of the Nashua Gummed & Coated Paper Co., Nashua, N. H.

C. Blair Leighton, treasurer and general manager of the W. J. Bush & Co., Inc., New York, was greeted warmly by his friends and other business associates on his return from Europe on the steamship *Laconia* on October 27. Mr. Leighton, accompanied by Mrs. Leighton, had been enjoying a two months' tour of the Continent and England and were much pleased with the experience.



ARTHUR R. EBERHARDT

Among those who welcomed the home-comers were R. Righton Webb, sales manager for W. J. Bush & Co., Inc., and Dr. Freeland G. Dunn, Chicago representative of the firm. Under Dr. Dunn's supervision the western business has increased in a gratifying manner, and it has been found necessary to enlarge his staff. For this purpose Arthur R. Eberhardt, whose photo is presented herewith, has been added to the Chicago office, and will travel through the Middle West and Southwest.

California Food Products Co., of Los Angeles, has changed its name to the Jell-Well Dessert Co. No other change is made. A. H. Loeffler continues as president.

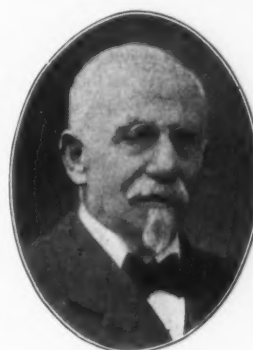
Peerless Tube Co., Bloomfield, N. J., has secured a judgment of \$6,500 against the Disbecker Co., an electric supply house of New York City.

Robert B. Zink, of N. J. Limbert & Co., Inc., Philadelphia, Pa., returned recently on the *George Washington* from a trip to Europe where he visited Paris and Marseilles particularly. He also spent some time in London.

In October, Mr. Zink reports that it was felt that the vanilla bean crop would not be any larger than that of the previous year. Owing to the early picking of the green vanilla, a large quantity had spoiled and had to be re-cured causing considerable shrinkage, and a depreciation in quality. The market, he says, is continually changing, prices having advanced 10 to 15 francs per kilo on Bourbon Vanilla since his return.

On November 1 there was payable to some 3,000 holders of Rexall Loyalty Trust Fund certificates, which were subscribed in the summer of 1921 when Louis K. Liggett, the largest stockholder of the United Drug Co., of Boston, was on the verge of insolvency, \$1,200,000 with interest, which dissolved the fund and put the United Drug Co. on its own feet again, the program of repayment thereby having been completed within three years instead of the five provided in the trust fund plan. From a profit and loss surplus of only \$875,000 in 1921 the company now has a surplus of \$5,350,000 with a working capital of \$21,000,000, and the stock is now on a 6 per cent dividend basis.

The Ben Levy Co., Boston and Paris, has made formal announcement in the November *Ladies' Home Journal* of its new lines in Lablache powders, compacts and rouges and has issued circulars to the trade for the purpose of carrying out a better co-operative spirit between the company and its distributors. L. M. Levy, president of the company, from his headquarters in Boston, states that the advertising campaign will cover twelve of the nationally circulated periodicals which count chiefly on interesting the women. The new numbers include triple and double compacts, single powder and single rouge, with a glove rouge vanity case. One of the items is a large domed compact box of artistic design which contains powder, rouge and lipstick. An extra thin purse size powder compact is another feature. Eyebrow pencils and indelible lipsticks are offered also. The advertisements carry a free sample questionnaire asking respondents to state the color they desire, their favorite face powder and why; as well as their preference for a heavy or delicate scent.



BEN LEVY

The announcement marks an important step in the progress of the Ben Levy Co., which for more than half a century has been engaged in the manufacture of cosmetics, but which although very successful has never before taken such systematic and aggressive methods to push its goods as it is doing now by a costly and extensive advertising and distributing campaign that links the retailers and the consumers.

Ben Levy, who established the firm over fifty years ago, and who now resides in Paris, has turned over the active management to his son. The Editor had the pleasure of visiting Mr. Levy last May and although he has gone beyond three score years and ten, he is young in spirit, keeps closely in touch with the industry and is a strong admirer of this country of his adoption, in which he spent so many happy years.

Walter C. Doscher, secretary and traffic manager of the Cook & Swan Co., Inc., oils and greases, New York city, and Miss Genevieve Roberts, Brooklyn, were married November 5.

Jas. H. Rhodes & Co., sponges, chemicals and abrasives, Hunters Point, New York City, has purchased the business of A. Isaacs & Co., also of this city, its oldest competitor.

Parfums de France, Inc., which was incorporated recently under the laws of New York State by P. M. Bentayou and others, has established quarters for business as an importer of French perfumes and cosmetics at 141 West 33rd street, New York City. The telephone is: Chickering 4138. One of the first acts of the company was to subscribe for THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW.

Elizabeth Arden, Inc., perfumer of New York, Paris, London, and Berlin, has purchased property fronting fifty-nine feet at 68-72 Walton Place, Chicago, from Bernard C. Peterson for an indicated \$69,000, and will wreck the old residences and erect a business building, probably four stories. Part of the structure will be used for manufacturing with a wholesale and retail shop on the first floor.

Prof. John Uri Lloyd has made an announcement that will interest his many friends among our readers. The firm of Lloyd Brothers, manufacturing pharmacists of Cincinnati, of which the Professor and his brother, N. Ashley Lloyd, were the founders, has been carrying on for more than half a century in the same location, Court and Plum streets. The innovation is the incorporation of the firm as a company, to facilitate the transfer of interests in case of the death of either brother. The business will continue to go on as usual and no changes in it are now contemplated.

The Chicago office of Morana Incorporated has moved from 19 South La Salle street to 230 West Superior street.

William H. Adkins, for several years connected with the New York sales staff of Monsanto Chemical Works, St. Louis, has joined the sales department of Burton T. Bush, Inc., New York, manufacturer and importer of essential oils and aromatic chemicals.

Friedrich-Friedrich Chemical Co., perfumes and toilet articles, Philadelphia, has appointed Harry B. Cutler as sales manager. He was formerly with the Mifflin Co.

E. Hastings Maddick, representing Morny, perfumes and toilet articles, London, visited the Pacific Coast territory last month. He said: "I am more than pleased with the prosperous business conditions I have met with on the Pacific Coast and particularly in California."

Baltimore trade in bottles has been improving during the last few weeks, with cooler weather. Drug manufacturers have been quite active. Perfume sizes, particularly in the smaller ones, have been ordered freely. Fancies for the Christmas trade have been leaders, with the peak of the rush yet to be reached. The price trend in all lines is generally upward.

Attention is called to the Christmas Seal announcement of National, State and Local Tuberculosis Associations of the United States which will be found on advertising page 96 of this issue. It sets forth graphically the importance of this war (its war) on an insidious disease which may attack almost anybody. Buying the Christmas seals, the revenue from the sale of which finances the campaign, is a practical step towards combating the plague which can be given easily by every one of our readers.

Two changes of corporation names recently reported in New York City: Individual Perfumes, Inc., Manhattan, to Ann Haviland, Inc.; Ann Haviland Corp., Manhattan, to Select Perfume Corp.

Business troubles since our last report:

Kendall Products Corp., manufacturers of soap, 709 Sixth avenue, New York, November 6. Liabilities, \$385,432; assets, \$41,331, main items being machinery and fixtures, \$22,988; merchandise per inventory, \$13,642. Principal creditors are Guaranty Trust Co., \$15,000; W. S. Hill Co., \$16,532; Henry F. Tiedmann, \$128,652; E. F. M. Wyr Fund, \$77,578; Jules Glaenger, \$12,935; Bearick, Dorr & Travis, \$6,902.

Fowler Bottling Machine Co., 124 White street, New York, schedules filed. Liabilities, \$7,627; assets, \$2,862 main items being fixtures, \$1,600; accounts \$1,253.

Dainty Form Co., Inc., 15 West 34th street, 333 Greenwich street, New York. Liabilities, \$26,989; assets, \$1,675; main items being \$1,080; machinery, tools, etc., \$500. Principal creditors are Zucca Olive Oil, \$15,359; Bellringer Co., \$4,295; Benjamin Landsman, \$2,798; Blaker Agency, \$1,311.

Katharine Lee Ogilvie, beauty parlor, 1203 Connecticut avenue, N. W., Washington, D. C., filed a voluntary bankruptcy petition October 15, with debts of \$6,099.23 and assets of \$95.50. William J. Ogilvie, partner and salesman, filed a bankruptcy petition also, with \$7,076.73 debts and \$95.50 assets.

John L. Bockol, otherwise Jack Bockol, Urma Products Co., bankrupt, Philadelphia. Final meeting of creditors November 26, 3:15 P. M., at the office of Davil W. Amram, referee, 1610 Real Estate Trust Building, Philadelphia.

NEW INCORPORATIONS

Synthol Chemical Corp., Richmond, Va., manufacture synthetic aromatic chemicals, perfume and flavor specialties, \$50,000, incorporated by J. H. Fentress, president; T. D. Fentress, vice-president; F. A. Bowles, D.Sc., secretary-treasurer. (Attorney, J. H. Rives, Jr., Mutual Building, Richmond, Va.)

S. H. Ellison, Manhattan Borough, New York City, toilet preparations, 200 shares common stock, no par value; S. H. Ellison, C. E. Scott, W. H. Stone. (Attorney, the company, 1931 Broadway.)

Stamford Barbers' Supply Co., Stamford, Conn., has been organized by Charles F. Beck, president; Joseph Campo, secretary and treasurer, both of Stamford, and Rossario Martorano, of Brooklyn, N. Y.

Terri, Manhattan Borough, New York City, vanity cases, \$100,000; T. E. Ryan, Jr., W. M. Hauch, G. K. Rose, Jr. (Attorney, F. R. Holmes, 148 Parkside avenue, Brooklyn.)

Parfums de France, Manhattan Borough, New York City, cosmetics, 200 shares preferred stock, \$100 each; 300 common, no par value; P. M. Bentayou, B. Leigh, L. P. Arnaud. (Attorney, F. J. Knorr, Albany.)

Odorkure Laboratories of New York, Manhattan, disinfectants, \$50,000; G. J. Lovell, C. C. Jenny. (Attorney, R. S. Voorhees, 188 Montague street, Brooklyn.)

Pebecco, Manhattan Borough, New York City, chemist and pharmacists, 1,000 shares common stock, no par value; J. and E. and R. Plaut. (Attorneys, Wise & Seligsberg, 15 William street.)

(Continued on Page 503)

CHICAGO

CHICAGO, November 15.—A reform in the grading of zinc oxide is said to be on the way. Since the meeting of the American Medical Association in Chicago, there has been voiced a demand to place this product, so far as it is used in toilet preparations, under the Federal Food and Drugs Act and requiring that none but strictly U. S. P. brands be used for this particular purpose. As an example of the wide range as to purity of zinc oxide it may be said that the Mineral Point Zinc Co.'s list shows eleven grades below their U. S. P. grade. These grades are all white, but with the exception of the U. S. P. grade contain lead, and lead is not properly a face powder ingredient. Manufacturers of face powder buy many different grades of the oxide, knowingly or unwittingly, for use in their preparations, and as a result it is claimed that there are entirely too many deleterious concoctions on the market that should be replaced by better ones. The proposed reform will correct this situation, according to its proponents, and make it certain that none but lead-free oxide goes into face preparations after it becomes effective. Foreign brands of U. S. P. oxide successfully compete with the Western U. S. P. brand when the exchange is favorable, which it is today, according to the statement of a Chicago handler of both products.

There are ice cream manufacturers' conventions galore—local, state and national—and extract manufacturers, jobbers, brokers and salesmen are hard to keep tab on in Chicago, for they are "out agin, in agin, gone agin" to some ice cream convention. Apologies to Strick Gilliland. The convention season is in full bloom now, as winter is the dull season in ice cream products, all-the-year-round item that it has become in a way notwithstanding, and that is why the conventions of the trade are held in the winter. These concerns are contracting for next year's supply of extracts in a general way, and local manufacturers of, manufacturers' agents and brokers in flavoring materials report a fairly satisfactory volume of business already booked.

The annual meeting of the Chicago Perfumery, Soap and Extract Association will be held at the Elks' Club Wednesday evening, December 3, at which time the election of officers for the coming year will take place. A nominating committee, headed by Frank Z. Woods, will submit a list to be voted upon and other nominations may be made from the floor. Interesting annual reports will be read by the present officers and a general discussion of policies to be pursued for next year will take place. The officers expect and confidently look for a large attendance at this meeting.

The annual banquet of the association will be held this year at the Edgewater Beach Hotel on Wednesday evening, December 10, at which time the newly-elected officers for 1925 will be installed with appropriate ceremonies. D. M. Clark, chairman of the Entertainment Committee, is in charge of the event, and the entertainment program includes some especially noteworthy numbers. What are they? Ask D. M.

Secretary Walter M. Filmer mailed a letter to all members, and to others, urging the defeat of the iniquitous Cramton bill which passed the House at the long session of Congress and is likely to be pushed through the Senate at the short session next month if something really aggressive is not done to prevent it. The letter states that every member should write his Senators *at once* advising him that the passage of this bill will work an injustice to the legiti-

mate perfumery and extract industry without accomplishing any good purpose, and it should be decisively defeated.

At the next meeting of the Chicago Perfumery, Soap and Extract Association, on the evening of November 19, Frederick Thulin will give his famous talk on "Father and Sons," the date of the meeting being that of "Father and Son Day."

The mother of Dr. Freeland J. Dunn, of W. J. Bush & Co., passed away during the month, and Mr. Dunn has the sincere sympathy of a host of friends in his bereavement.

NEW PUBLICATIONS, PRICE LISTS, ETC.

GEORGE LUEDERS & Co., 427 Washington street, New York City, November wholesale price list, containing 16 pages, has been received, together with a special circular on "G. L." synthetics, which is a new feature of the Lueders line of products, mentioning a variety of artificial aids to perfumers. The main catalogue covers essential oils, flower essences, floral waters, vanilla beans and sundries, with a special section for the natural essences and raw materials manufactured by the Fabrique de la Sabrane, Grasse, France, for which the company is the sole American agent. The market reports regarding flower crops and essential oils bear evidence of careful inquiry and are of much interest to those concerned with market conditions. A copy may be had by writing to the company at the above address.

"ROSSVILLE ALCOHOL TALKS" is the title of No. 1, November, 1924, of a series of booklets being issued by the Rossville Co., of Lawrenceburg, Indiana, which can be had on application. "From Dawn to Dusk" is an interesting story of the part played by industrial alcohol in a busy man's daily life. Additional and equally interesting booklets are promised.

"THE MESSENGER," Vol. 1, No. 1, October, 1924, is at hand. It is to be published monthly by the College of Pharmacy of the City of New York, Columbia University, and Curt P. Wimmer, who is one of the contributing editors of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, is the editor. It starts out most auspiciously, with greetings from the Board of Trustees and much interesting text for pharmacists. Typographically and in other respects the *Messenger* affords ample indication that it will perform its mission satisfactorily.

TRIUMPH MFG. Co., Cincinnati, Ohio, sends us a 24-page booklet "From Dough to Dollars" which attractively exploits bakery machinery and equipment.

H. W. Eddy, the "Bond Man," 506 Olive street, St. Louis, has sent us a copy of his letter forwarded last month to his clients announcing the rescinding of the objectionable alcohol "stipulation" and directing attention to the menace of the Cramton Bill (H. R. 6645) regarding which he urges his clients to write to their Senators to work for a hearing at which the protests against it can be made.

BELGIAN TRADING Co., Inc., 44 Whitehall street, New York City, manufacturers, importers and exporters of raw materials for perfumers and soap makers, have issued their November price list. They are the exclusive American agents for Organico (formerly Nadal, Desparmet & Cie), Nanterre, France; Hortus-Nerolium Cooperatives, Pegomas, Vallauris, Golfe Juan, France, and Francisco Marangolo & Figli, Messina, Italy.

MIXING EQUIPMENT Co., Inc., 229 East 38th street, New York City, have issued a descriptive folder of their "Light-

nin" portable mixers which are adapted for every industry where fluids are mixed. Readers who are interested should write for a copy, specifying their electric current and the kind and quantities of fluids used.

STAFFORD ALLEN & SONS, LTD., London, Eng., Ungerer & Co., 124 West 19th street, New York, American representatives.—November price list of the Allen essential oil commodities is just at hand, giving wholesale quotations on various products handled by the firm, including terpeneless and expressed oils, Allen's oleoresins, powdered drugs, etc., chemicals, synthetics and sundries.

McLAURIN-JONES Co., Brookfield, Mass., have sent out to the trade a folder telling about Glassad, which is a new paper coated with a special adhesive substance in such a way that it gives a perfect printing surface and by simply moistening sticks securely to the glass. Samples of the new paper for testing purposes are enclosed.

TRAVELERS' INSURANCE Co., Hartford, Conn., is sending out a booklet of 26 pages on group life insurance, what it is and what it does. Some interesting facts are given and the company offers to supply specific information on any detail which may be of interest.

U. S. INDUSTRIAL ALCOHOL Co., 110 East 42nd street, New York City, has revised and published its booklet on "Alcohol for Industrial Purposes," giving formulas and specifications and a synopsis of the rules and regulations prescribed by the United States Internal Revenue Bureau, controlling its distribution and use. A copy may be had by writing to the company.

CLARENCE MORGAN & Co., 355 West Ontario street, Chicago, have issued their monthly price list for November.

"BOTTLING & PACKAGING ENGINEER," Chicago, for September-October, diversifies its dissertations on bottling machinery with jests and poesy. Copies can be obtained by interested readers by writing to the publishers at 4015 North Rockwell street, Chicago, Ill.

BOOK REVIEWS

"CHEMISTRY IN INDUSTRY," edited by H. E. Howe; octavo 5½ x 8 inches; 372 pages; 50 illustrations including charts; black cloth covers; Chemical Foundation, Inc. New York, 1924. Price \$1.

This book is a cooperative work intended to give examples of the contributions made to industry by chemistry, and includes twenty-one chapters, each of which was prepared by a specialist in his particular field. An idea of the nature of the chapters may be had from the following typical chapter headings: "Alcohol and Some Other Solvents", by D. B. Keyes, Research Laboratory U. S. Industrial Alcohol Co.; "Coal, Coke and Their Products," by F. W. Sperr, Jr., chief chemist, the Koppers Co.; "Synthetic Resin": a Chemical Contribution to Structural Materials, by A. V. H. Mory, assistant director of research, Bakelite Corporation; and "Chemistry in the Textile Industry", by L. A. Olney, professor of Chemistry and Dyeing, Lowell Textile School; president, Stirling Mills, and American Association of Textile Chemists and Colorists.

One of the particularly interesting chapters is "Perfumes and Flavors" by Dr. S. Isermann, president of Van Dyk & Co., and the Chemical Co. of America. In it Dr. Isermann sketches the history of perfumery briefly and discusses the constituents which go into the manufacture of perfumes and flavors ranging from natural floral products to animal products and finally to coal tar products and synthetics.

There are 40 pages in Dr. Isermann's contribution which contains also five illustrations. Perhaps the most interesting parts of the contribution are the discussions of the relationship between the perfumer and the perfumery chemist; and the relation between taste and smell. A brief bibliography is an added feature.

"ANNUAL REPORT OF THE SMITHSONIAN INSTITUTION", for 1922, green cloth covers; 554 pages; Government Printing Office, Washington, D. C., 1924; \$1.50.

This volume besides giving an interesting resume of the operations, expenditures and condition of the Smithsonian Institution contains numerous reports of value to scientists and students in various lines of research. The volume is liberally illustrated with photographs, drawings and charts of the subjects treated, which, however, have no direct relation to our industries.

ANNUAL REPORTS ON ESSENTIAL OILS, SYNTHETIC PERFUMES, etc., Schimmel & Co., Miltitz, near Leipzig; Fritzsch Brothers, Inc., 82-84 Beekman street, New York City, sole agents in the United States and Canada.

Commercial notes and scientific information on essential oils, pharmacopoeias, chemical preparations and drugs, and notes on scientific research work in the domain of terpenes and essential oils are contained in three paper bound volumes of about 150 pages each, for the years 1920, 1921 and 1922. All three volumes are illustrated in color showing and distillation of various oils and contain tables and charts to amplify the text.

The information given on essential oils is unusually full and complete, and includes scientific data not readily available elsewhere. Many oils, too numerous to mention, are treated in the notes and graphic formulae are frequently given so as to make the work of more value to the practical chemist. Figures of production are frequently given so as to enable the readers to obtain a goop grasp of the situation; and price charts which are used in the cases of menthol and peppermint oil afford ready means for determining probable trends. The volumes are of the convenient octavo size 6 x 9 inches and are of value to the commercial man as well as to the chemist.

PRINCIPLES OF MERCHANDISING, by Melvin Thomas Cope-land. Published by A. W. Shaw Co., Chicago. 368 pages.

This book is of special interest to the retailer who is just going into business, and to young men and women who desire a knowledge of the principles and practice of retailing as a part of their business education.

Most of its subject matter was developed from material gathered in the Bureau of Business Research of Harvard University, of which the author is director. Consequently, it consists largely of an enunciation of the basic theories of marketing, backed up by data gathered for the purpose of student investigation.

Not much space is devoted to manufacturing and wholesaling problems, and the experienced retailer will find that the contents of the book relate chiefly to general principles which he has already learned in the school of experience. It will help him, though, to find these principles set forth in an orderly manner, and substantiated by figures gathered from many sources.

Many subjects are treated, including an excellent chapter

on Marketing Aims and Objectives, and thorough discussions of such important topics as Consumers' Buying Motives, Stock-Turn, Price Policies, and the principles governing the marketing of Convenience Goods, Shopping Goods, Specialty Goods and Industrial Goods.

"THE STORY OF EARLY CHEMISTRY," John Maxson Stillman; octavo, 6x9 inches; 566 pages; green cloth covers. D. Appleton & Co., New York, 1924. Price \$4.

Out of the author's labors as a teacher at Leland Stanford University, this book was born and grew to what it is. In it he developed in parallel from the earliest known beginnings, the history of the chemical arts and chemical thought and theory concluding the work with the downfall of the phlogiston theory. An idea of the contents of the book, which is well indexed, may be had from an examination of the following chapter headings: The Practical Chemistry of the Ancients, The Earliest Chemical Manuscripts, Theories of the Ancients of Matter and Its Changes, The Early Alchemists, Chemical Knowledge of the Middle Ages, Chemistry in the Thirteenth Century, Chemistry of the Fourteenth and Fifteenth Centuries, The Progressive Sixteenth Century, Chemical Currents in the Sixteenth Century, Chemistry of the Seventeenth Century, The Eighteenth Century—Rise and Fall of the Phlogiston Theory, The Development of Pneumatic Chemistry in the Eighteenth Century, Early Ideas of Chemical Affinity, and Lavoisier and the Chemical Revolution.

NEW INCORPORATIONS

(Continued from Page 500)

Morrow Extract Corp., New York County, manufacturing flavoring extracts, \$150,000. Thomas P. Morrow, 423 Westminster Road.

Karo Perfume and Cosmetic Corp., Manhattan Borough, New York City, \$5,000, Rose Minick, 546 West 165th street, Kate Bauman, 397 Grand street, New York City and Louis Goldman, No. 1,349 East New York avenue, Brooklyn.

Atlas Perfumery & Drug Co., Manhattan Borough, New York City, toilet articles, \$25,000; L. H. Raymond, B. Moses, T. Friedlander. Attorney, E. Morganlander, 1,540 Broadway.

Minnuette Co., Manhattan Borough, New York City, toilet articles, 100 shares common stock, no par value; A. and M. Schneider, O. Levy. Attorney, C. H. Herbst, 261 Broadway.

Lubin Perfumery Corp., Wilmington, Del., manufacture; \$100,000. Corp. Trust Co. of America.

Joubert Cie, Manhattan Borough, New York City, cosmetics and perfumes, \$20,000; J. S. Lindemann, S. Rosenfeld, I. Wengraf. Attorney, H. Koppelman, 144 Rivington street.

Vivi, Manhattan Borough, New York City, face powders, \$1,000,000; M. Neuworth, R. Nisenshal, J. E. Wetherbee. Attorney, M. J. Winston, 347 Madison avenue.

Casmire Chemical Products Co., Houston, Texas, soaps, greases, disinfectants, etc., \$65,000; F. B. Casmire, T. H. Crawford and E. G. Brown, Houston, Texas.

Metropolitan Cleansing Products Co., manufacture soap compounds, \$150,000; E. R. Brause, E. Levinson, John T. McGovern, New York City. (Delaware Registration Trust Company.)

Lustre Chemical Corp., Rochester, N. Y., manufacture

chemicals and soaps, \$20,000; C. V. Wiser, 207 Hamilton street; H. C. Griswold, 69 Rosendale street, and Charles W. Green, 105 Rosendale, Rochester.

Harvest Home Products Co., 816 West North avenue, Chicago, \$40,000, manufacture and deal in chemicals, perfumes, drugs, cosmetics; Samuel Wenifeld, Alfred Hirsch and Bertram J. Hirsch. (Correspondent: Eisendrath, Solomon & Borden, 112 West Adams street.)

Walsh Corp., 6601 Greenview avenue, Chicago, merchandise and toilet requisites, \$100,000; Arthur E. Walsh, Thomas G. Crilly, Dr. H. C. Lyman, of Chicago, and H. L. Mills, Oakland, Calif.

Merklen Soap Co., Inc., soap, Carlstadt, N. J., \$75,000. (Corporation Trust Co., Jersey City.)

Mayfield Hair Tonic Co., Columbia, S. C., \$50,000; W. P. Mayfield, S. M. Rice, Jr.

Emser Soap Co., Cleveland, Ohio, \$25,000; Eugenia Szabady, H. E. Varga, R. E. Heimberger.

Acme Sales & Mfg. Co., Norfolk, Va., toilet and household articles, \$1,000 to \$20,000; James Turino, president; W. T. Beans, secretary; L. H. Bratton, treasurer.

Orla Goodrich Co., Inc., 600 South Dearborn street, Chicago, \$2,000, manufacture and deal in toilet articles; R. C. Chapman, Pauline Goettel, E. M. Coyle. (Correspondent: Hyde, Hennings, Thulin, Westbrook & Watson, 10 South LaSalle street.)

Lucille Buhl Vanity Products, Manhattan Borough, New York City, cosmetics and cases, 200 shares common stock, no par value; L. Buhl, J. C. Kirchner, E. Kelly. (Attorneys, Murray, Ingersoll, Hodge & Humphrey, 16 William street.)

Parfums Hebe, Manhattan Borough, New York City, personal property, 1,000 shares preferred stock, \$100 each; 5,000 common, no par value; W. R. Bogert, M. D. Purdy, C. V. Oppen. (Attorneys, Griffiths & Content, 120 Broadway.)

O So White Products Co., Grand Rapids, Mich., \$30,000, make soaps and washing powders, William I. Maloney, Charles Donovan, 593 Ionia avenue, S. W., Grand Rapids.

Lloyd's Laboratories, Ltd., Chicago, cosmetics, beautifiers, and other toilet requisites, 200 North Jefferson street, \$10,000; Lloyd F. Riddle, 1328 East Marquette street, Chicago; James J. Doyle, 6533 Glenwood street, Chicago, and Alexander O'Hare, 1320 North Kedzie street, Chicago.

Headway Soap Works, Petersburg, Va., laundry soap, \$5,000 to \$15,000; Frank H. Hallion, president; Wayble E. B. Hallion, secretary; and M. Florence Bridgeforth, all of Petersburg.

Gloria Co., manufacture toilet preparations, \$50,000; T. B. Semans Jr., Paul Boccella, Albert A. Pirpan, Philadelphia. (Amos A. Watson, Dover, Del.)

Jersey City Soap Works, 22 Halladay street, Jersey City; \$10,000; Earl, Hart and Alvin Lehman. (Earl Lehman, agent.)

Cereal Soaps Co., Manhattan Borough, New York City, 100 shares common stock, no par value; H. Waldman, B. Markowitz, E. Rothman. (Attorney, S. M. Levy, 277 Broadway.)

Ramos Laboratories, Manhattan Borough, New York City, toilet preparations, \$150,000; J. L. Bissel, R. L. Weaver, C. A. Klotz. (Attorney, S. Ryan, Albany.)

Chanel, Manhattan Borough, New York City, toilet preparations, 100 shares common stock, no par value; T. McErlean, F. Borchman, G. L. Knust. (Attorneys, Brieson & Schrenk, 50 Church street.)

IN MEMORIAM FOR DEPARTED FRIENDS

ALLEN, WILLIAM C., of Stafford Allen & Sons, essential oils, London, England, November, 1908.

BOOTH, ARTHUR OLCOTT, treasurer of the Dodge & Olcott Co., New York, November, 1921.

BOOTH, EMERY T., perfumer, New York, November, 1911.

BRADY, W. S., retired glass manufacturer, of Wheeling, W. Va., New York City, November, 1923.

BROMUND, ERNEST A., manufacturer of wax products, New York, November, 1918.

BURNHAM, LEE S., secretary of B. T. Babbitt, Inc., New York, at Great Neck, L. I., November, 1923.

CUDAHY, MICHAEL, soaps, Chicago, November, 1910.

ECKERT, EDWIN G., flavoring extracts manufacturer, Hanover, Pa., November, 1914.

GASQ, J. B., oldest essential oil broker in Grasse, France, November, 1923.

GATTEFOSSÉ, ROBERT, perfume expert and author, Lyons, France, died in the service, November, 1918.

GESELL, WILLIAM J., secretary of Lehn & Fink, Inc., wholesale druggists, New York City, November, 1922.

GROSSMITH, JOHN LIPSCOMB, of J. Grossmith & Sons, Ltd., perfumers, London, November, 1921.

GOWANS, JAMES H., of the Gowans Soap Co., Buffalo, N. Y., November, 1910.

HECKMAN, W. E., soaps, Covington, Ky., November, 1914.

HOVENDEN, ROBERT, manufacturer of toilet preparations, etc., London, England, November, 1908.

KELLER, JOHN H., Keller Soap Works, New Orleans, La., November, 1908.

KEMP, JAS. H., soaps, Cambridge, Mass., November, 1914.

KILLEEN, WM. H. R., brother of E. V. Killeen, vice-president Geo. Lueders & Co., New York, November, 1918.

KLINE, MAHLON N., of Smith, Kline & French Co., perfumery, drugs, etc., Philadelphia, Pa., November 1900.

LANDER THOMAS ALBERT, perfume manufacturer, Brooklyn, N. Y., November, 1908.

LAYAT, JOSEPH M., perfumer, St. Louis, November, 1913.

LEMERCIER, M., perfumer, November, 1908.

LYONS, ISAAC L., president of I. L. Lyons & Co., Ltd., wholesale druggists, New Orleans, November, 1923.

LOWE, WILLIS H., toilet goods, Boston, November, 1923.

MAGNUS, PERCY C., of Magnus, Mabée & Reynard, essential oils, New York, November, 1916.

MARSH, CALEB W., one of the founders of the Goodwill Soap Co., Lynn, Mass., November, 1919.

O'NEIL, HENRY MAURICE, president of Daggett & Ramsdell, toilet goods manufacturers, New York, November, 1922.

RUDD, FRANK M., peppermint oil dealer, of Bronson, Mich., November, 1921.

SCHAEFFER, JACOB G., president Schaeffer Bros. & Powell Mfg. Co., soaps, St. Louis, November, 1917.

SCHMIDT, PHILIP, La Crosse (Wis.) Soap Works, November, 1907.

SPIEHLER, ADOLPH, of A. M. Spiehler, Inc., perfumes Rochester, N. Y., November, 1909.

TATUM, CHARLES A., president of the Whittall-Tatum Company, New York and Philadelphia, November, 1920.

THOMAS, VINCENT B., president of Harriet Hubbard Ayer, Inc., New York, November, 1918.

TWITCHELL, SELDEN, of S. Twitchell & Co., soda water flavors, Philadelphia, November, 1917.

VOSBURGH, ERNEST A., manufacturer of toilet articles, Chicago, November, 1919.

WELCH, JAMES H., long identified with the soap materials industry, New York, November, 1915.

WERK, CASIMER L., son of Michael Werk, founder of the M. Werk Soap Co., Cincinnati, Ohio, November, 1919.

ZECH, CONRAD, secretary and treasurer of the Henderson Lithographing Co., Cincinnati, Ohio, November, 1918.

Bernard H. Kosak

Bernard H. Kosak, president of the Grant Watkins Co., Inc., manufacturers of perfumery and toilet goods, Boston, Mass., was stricken with heart failure during a fire in the building at 50 and 52 Sudbury street, which threatened his firm's offices. Mr. Kosak was trying to save some valuable papers and was unconscious when the firemen found him. He lived only a short time after being taken to a hospital. The Grant Watkins Co.'s property loss was due chiefly to smoke and water, the flames failing to reach the alcohol and other inflammable materials used in the business.

Mr. Kosak resided in Everett and leaves a wife, Adelaide; a sister, Minnie; a son, Nathan, and a daughter, Juliette, all residents of Everett; also a brother, Isadore, of Detroit. He was prominent in Palestine Lodge, F. A. M., and was a 32nd degree Mason. He was a member of the United Commercial Travelers' Association, and Everett Lodge of Elks. Mr. Kosak was born in Austria, 46 years ago, and came to this country when a boy.

Stanley Grossmith

Stanley Grossmith, chairman of J. Grossmith & Son, Ltd., wholesale perfumers, London, Eng., died October 25 at his home in Esher, aged 45 years. He was the only son of the late John L. Grossmith, and had been connected with the perfumery and essential oil industry for the whole of his life. After leaving Malvern College he went to the firm of Bruno Court, Grasse, France, to acquire an inside knowledge of the industry. Later he returned to take charge of the laboratory of J. Grossmith, Son & Co., in London, and eventually, on the death of his father in 1921, became chairman of the firm, which position he occupied until his death. He was held in great esteem by a large circle of business and personal friends.

George W. Booth

George W. Booth, for a number of years one of the stockholders of Geo. Borgfeldt & Co., and until recently manager of their Toronto office branch, died October 22, after a short illness. He was born in Quebec in 1861. His early business experience was gained with H. A. Nelson & Sons in Toronto. He later became associated with Strasburger, Pfeiffer & Co., of New York, where he remained until 1882, when he established a Toronto branch for Geo. Borgfeldt & Co. Mr. Booth was a rugged and sincere type of man and had a most pleasing personality. Many friends in the United States, as well as in Canada, will deeply regret his passing.

Pierre-Augustin Bompard

News has just been received here that Pierre-Augustin Bompard, manufacturer of essential oils, Nice, France, died September 18 at his home in Antibes, France. M. Bompard was a chevalier du Marile Agricole, Ancien Conseiller Municipal and Ancien Membre de la Chambre de Commerce de Nice. His firm is represented in this country by the Edward T. Beiser Co., Inc., Riverside, Conn.



MONTREAL

MONTREAL, Que., November 15.—A distinct improvement in the wholesale trade in perfumes and toilet preparations in Montreal is reported during the past month. People who have spent their summer in the country and at distant resorts, are back home, so the city market is becoming strong.

The season of evening functions is also starting up, and this naturally also makes for a more extensive sale of perfumery and toilet goods. The country season is now practically over, and with the exception of mountain districts where winter sports are strongly in favor and attract visitors from the United States in considerable numbers.

Collections in the city have not been ideal during the summer months, but are improving.

The Chamber of Commerce of Montreal is perturbed over foreign competition in the matter of non-alcoholic toilet commodities, and has decided to approach the Dominion government of Canada with a view to having the tariff raised on such goods, with particular reference to importations from the United States.

At a recent meeting of the Chamber a resolution was adopted to this effect. The committee of the Chamber which looks into tariff matters reported that many complaints had been received about the lack of adequate tariff protection on these goods. Much Canadian capital was invested in the manufacture of such accessories, and a large number of Canadian workers were employed. The Canadian products, the committee found, were quite as good as, often superior to the imported article. Importations of American goods of this class last year, they reported, had amounted to \$420,000. There was a high American tariff against Canadian toilet articles, and a very low tariff in Canada against the United States products. There had also been a good deal of dumping of United States toilet products on the Canadian market.

For these reasons, the committee recommended, and the Chamber resolved to approach the government asking that it increase the tariff on oils, powders, pomades and other toilet preparations of a non-alcoholic nature.

Claudia Ligot, hairdresser, of 760 Durocher street, Montreal, with J. S. St. Pierre and Elie Beauregard, have incorporated Le Trianon, Ltée., to do business as hairdressers, dealers in and manufacturers of beauty products, perfumes, hair dyes, and other toilet products. The capital stock is fixed at \$15,000.

Cheramy, Ltd., is the name of a new firm manufacturing perfumes and toilet articles that has been incorporated in Montreal under Federal charter. The founders are Paul St. Germain, Leopold Guerin and Achille Raymond. The capital stock is \$300,000.

TORONTO

TORONTO, Nov. 15.—Towards the close of October a more hopeful view was taken of the business situation, as a result of a much greater liquidation of debit in every part of the Dominion than at the same time last year. Some allowance has to be made for the fact that all over the Dominion the actual proceeds from the harvest have been unusually late in coming to hand. Nevertheless cash payments on account of outstanding obligations have been received in larger volume than for some years past. Mild weather in Eastern Canada has militated against the sale of many articles of merchandise, but there is no doubt that with the coming of cold weather business generally will improve.

It does not appear to be generally realized by business men that all over the Dominion the returns from the crops have been above the average. In the Maritime Provinces, for example, apples and potatoes have given a bumper yield, while in Ontario, generally, the crops have been much better than for a number of years. The yield of grain from the Prairie Provinces is now known to be less than a year ago, but the advance in prices has made the total cash proceeds approximately equal, while the cost of handling the crop has been considerably less. Another hopeful feature is the good demand for our dairy products during a season when the pasturage has been more than ordinarily luxuriant.

Progress in Europe seems to have been made towards a more orderly state of affairs, which should help to make the foreign market more reliable. The recent decisive settlement of political affairs in both Great Britain and America is bound to react favorably upon domestic markets.

In talking with the retailers generally, your correspondent finds that conditions remain much the same as before. No great increase has been shown, and on the other hand no apparent falling off has been noticed. All of them are looking forward optimistically to the Christmas trade in the hope that some headway may then be made. The largest retailers have, of course, had their stocks on hand for some months, while the smaller man is only now beginning to place his orders.

Reports from the wholesaler are reassuring. More movement is being shown than for some time past, this being, no doubt, a result of the preparations that are being made by the retailer to stock up for Christmas.

The president of the Canadian Perfumers' Association, R. R. Corson, informs your correspondent that an arrangement has been entered into with all members of the Association that they forward to the secretary a list of all their preparations. Some discontent has been caused through duplication or near duplication of names of pre-

parations, and to avoid this in future, the naming of new preparations will be made with reference to the list of existing names in the secretary's hands. This seems to be a sensible arrangement, and if nothing more than this had been accomplished at the Autumn meeting of the Association it would have been a success. To the ordinary purchaser the confusion existing regarding names of articles in the perfumery trade is appalling.

Mr. Corson expressed himself as of the opinion that with settled political conditions as now existing trade would naturally pick up. Imperial preference is stimulating colonial trade, especially that taking place with New Zealand and Australia, the latter country having passed the Reciprocal Tariff Bill. There would, therefore, appear to be room for development in the perfumery trade of the British Empire.

CANADIAN PATENTS AND TRADE-MARKS

The increasing international trade relations between the United States and Canada emphasizes the importance of proper patent and trade-mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we have instituted a department devoted to patents and trade-marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE-MARKS DEPARTMENT
Perfumer Publishing Co., 14 Cliff Street, New York City.

PATENTS GRANTED IN CANADA

243,711, massage machine, Archibald David Cross, London, W. L., England.

243,807, metal container, Peter Udelhoven, Koln-Kalk, near Cologne, Germany.

243,940, hair brush, Joseph Hansen, London, S. E. 26, England.

243,996, 243,997, lather-forming device, Robert Hudson Wagner, Jersey City, N. J.

243,315, washing powder, Waldemar Lund, Stockholm, Sweden.

TRADE MARKS REGISTERED IN CANADA

Sourire des Dames, for poudres de toilette, rouge pour les levres, savons, parfums, cold cream, et tous articles de toilette, Parfumerie Des Mille Fleurs, Grand 'Mère, Que.

Gille, for household cleansers and water softener, E. W. Gillett Company, Limited, Toronto, Ont.

Nile-Valley, for laundry soaps and powders, toilet soap, shaving soaps, dental cream, vanishing cream, cold cream, hair tonics, cosmetics and toilet waters, Pugsley Dingman & Company, Limited, Toronto, Ont.

Cresyl, for disinfectants, dentifrices, Cie Des Produits Cresyl, St. Joseph de Beauce, Que.

Eff-Bee, for chemical products suitable for the flavoring of foodstuffs, Fritzsche Brothers, Inc., New York.

Condé, for face powders, face creams, perfumes, toilet waters, rouges, hair tonics, hair oils, dentifrices, tooth powders, nail polishes, deodorizing preparations, sachet powders, talcum powders, lip sticks, lip pastes, powder compacts, Condé, Ltd., New York, N. Y.

Soaparatus, for liquid soap dispensing systems, West Disinfecting Company, New York, N. Y.

Climalene, for water softener and cleanser, the Climalene Company, Canton, Ohio.

Glo-D'or, for face powders, creams, perfumes, toilet waters, rouges, hair tonics, hair oils, dentifrices, tooth powders, nail polishes, deodorizing preparations, sachet powders, talcum powders, lip sticks, lip pastes, powder compacts, Condé, Ltd., New York, N. Y.

Notox, for hair dyes, Inecto, Inc., New York, N. Y.

Amerseal, for caps or closures for containers, such as glass containers, American Metal Cap Company, Brooklyn, N. Y.

Vanart, for compound vanilla flavor, W. A. Jameson Coffee Company, Victoria, British Columbia.

Mon Lou D'Amour, for toilet goods, including soaps, perfumes, face powders and like articles, United Drug Company, Limited, Toronto, Ont.

Nuit D'Amour, for toilet goods, including soaps, perfumes, face powders and like articles, United Drug Company, Limited, Toronto, Ont.

Red Arrow, for fruit juices and fruit flavors, Caledonia Springs Company, Limited, Montreal, Que.

Vaccadyne, for disinfectants and insecticides, Osmond & Son, Limited, Standard Chemical Works, Doughty Road, Grimsby, England.

Oxygas, for disinfectants and insecticides, Osmond & Son, Limited, Standard Chemical Works, Doughty Road, Grimsby, England.

NEROLIDOL PATENTS ARE SOUGHT

M. Naef & Co., of Geneva, have applied for the following patents, the specifications of which are awaiting acceptance according to the *London Oil & Color Trades Journal*:

213,250.—To obtain nerolidol—i. e., methyl-vinyl-homogeryl-carbinol—dihydro-pseudo-ionone is condensed with acetylene, and the resulting methyl-ethyl-homogeryl-carbinol is reduced. The condensation with acetylene may be effected with sodium amide or powdered sodium in absolute ether, or sodium acetylene may be used. The ether solution is treated with sodium and water to reduce the acetylene bond, or with sodium and alcohol, or with hydrogen in presence of finely divided nickel, platinum or palladium. Nerolidol may be treated with acetic anhydrides to obtain farnesol, and may be oxidized by chromic acid to obtain farnesol.

213,251.—Nerolidol is treated with acetic acid or anhydride to obtain farnesol, a sesquiterpene alcohol. Alternatively, chromium trioxide may be used, yielding farnesol, which must then be reduced. In an example, nerolidol is heated with acetic anhydride to 120°-140° C. for 20 hours, the excess of acetic acid removed, and the product saponified with alcoholic potash. This product is heated with phthalic anhydride to obtain a phthalic ester, which is dissolved in alkali and extracted with ether to purify it. The product is reprecipitated by acid, and saponified to obtain farnesol, which forms a semi-carbazone. If nerolidol is treated with chromic acid to obtain farnesol, the latter may be reduced with alcohol and sodium amalgam.

Philadelphia C. of P. Starts Lectures

The course of fifteen popular scientific lectures of the Philadelphia College of Pharmacy and Science began this month. The list includes the following future discourses:

November 20—"Chemistry and Color," by J. W. Sturmer, Ph. M., Phar. D., Dean of Science, Philadelphia College of Pharmacy and Science.

December 18—"The Romance of Chemistry," by Charles H. Lawall, Ph. M., Sc. D., Chemist to Food Bureau, Pennsylvania Department of Agriculture, Professor of Pharmacy, Philadelphia College of Pharmacy and Science.

February 5—"Why Soap?" by E. Fullerton Cook, Ph. M., Professor of Operative Pharmacy and Director of the Pharmaceutical Laboratory, Philadelphia College of Pharmacy and Science.

March 5—"Chalk and Its Chemical Relatives," by Edward J. Hughes, P. D., Assistant Professor of Chemistry, Philadelphia College of Pharmacy and Science.

April 16—"Control of Growth in Plants and Animals," by Arno Viehoever, Ph. D., Professor of Biology and Pharmacognosy and Director of the Botanical Gardens, Philadelphia College of Pharmacy and Science.

A Volstead Law Virtue: It Prevents Malaria

"Never hear much about malaria out this way any more." "No," answered Uncle Bill Bottletop. "Malaria gets terrible unpopular when there is nothing to cure it with except quinine."—*Western Druggist*.

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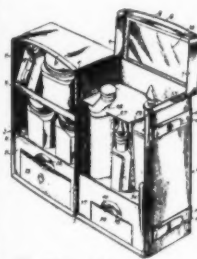
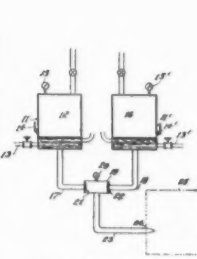
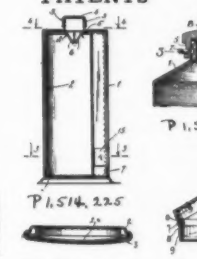
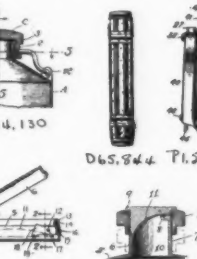

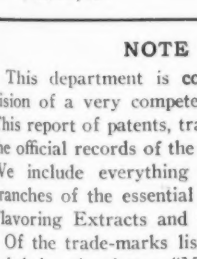
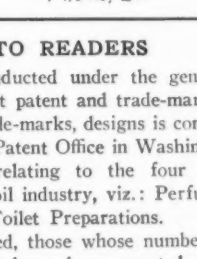
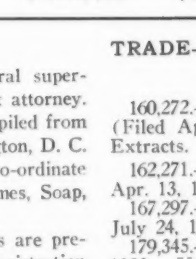
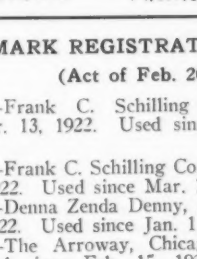
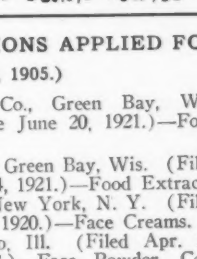
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TRADE-MARKS

Schulco 162,272	 RAYLIGHT 172,345 193,146	 ALPORINE 193,036	 Tasty Drops 185,166	 STIM 187,677	 CAPITOL BRAND 187,298	 STIM 187,676	ANTI-HEAT M 191,390
NICOLET 162,271	 Le Marchand 194,162	 Eve's Blush 192,791	 MARCE 185,166	 AFIABATH 194,122	 Watkin 202,729	 BIG 4 201,583	 BELL'S 190,088
Zenda 167,277	 Nail Brilliance M 191,471	 For Beauty's Sake M 191,656	 Araby 187,470	 Ozon 196,704	 PYOTERSINE 197,579	 Floperco 200,097	 KU-NO 200,634
TRE-JUR 174,540	 YDOND'S M 191,404	 VIVIENNE 196,162	 Belcanto 199,763	 DIAMOND 200,088	 Areal M 191,394	 BLUE CAP 200,408	 FLAVOR 197,776
 LA MODE 192,987	 Chapflura The Green Wonder 201,551	 ELIMITOX 201,992	 HEDOIL 202,471	 KURLABOB 201,927	 KO-KO-LEN 202,877	 KILTAX 203,179	 LEUR DE LORRAINE 201,946
 GOLDEN DREAM 201,122	 VIOLETTE PARIS 201,791	 TEINTE RONGE 202,204	 FEUR D'OR 201,732	 SOFTSTEP 202,096	 ELNA 202,187	 Oree 201,733	 Sil 202,702
 PARADOX 202,924	 SUNRISE 202,929	 YUYU 201,734	 HEDOIL 202,471	 KURLABOB 201,927	 KO-KO-LEN 202,877	 KILTAX 203,179	 LEUR DE LORRAINE 201,946

PATENTS

 P 1,512,981	 P 1,512,211	 P 1,514,225	 P 1,514,130	 P 1,513,734
 P 1,512,981	 P 1,512,211	 P 1,514,225	 P 1,513,585	 P 1,513,577

NOTE TO READERS

This department is conducted under the general supervision of a very competent patent and trade-mark attorney. This report of patents, trade-marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soap, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed, those whose numbers are preceded by the letter "M" have been granted registration under the act of March 19, 1920. The remainder are those applied for under the Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "P." Designs patented are designated by the letter "D." All inquiries relating to patents, trade-marks, labels, copyrights, etc., should be addressed to

PATENT AND TRADE-MARKS DEPARTMENT
Perfumer Publishing Co., 14 Cliff Street, New York City.

TRADE-MARK REGISTRATIONS APPLIED FOR (Act of Feb. 20, 1905.)

160,272.—Frank C. Schilling Co., Green Bay, Wis. (Filed Apr. 13, 1922. Used since June 20, 1921.)—Food Extracts.

162,271.—Frank C. Schilling Co., Green Bay, Wis. (Filed Apr. 13, 1922. Used since Mar. 14, 1921.)—Food Extracts.

167,297.—Denna Zenda Denny, New York, N. Y. (Filed July 24, 1922. Used since Jan. 1, 1920.)—Face Creams.

179,345.—The Arroway, Chicago, Ill. (Filed Apr. 19, 1923. Used since Feb. 15, 1923.)—Face Powder, Cold Cream, Hair Pomade, Brilliantine, Toilet Water, Perfume, Hair Tonic, Smoothing Oil for Making the Hair Lie Flat, Talcum Powder, Hair Grower in the Form of a Liquid to be Applied to the Scalp, Hair Beautifier in the Form of a Thick Liquid for Imparting Glossiness to the Hair, Pressing Oil, Scalp Stimulator in the Form of a Liquid to be Applied to the Scalp to Remove Dandruff, Hair Velvet Cream for Men Comprising a Thick Liquid for Imparting Glossiness to the Hair and Making It Lie Flat, Hair Luster Comprising a Liquid to be Applied to the

Hair for Imparting Glossiness Thereto, Skin Beautifier Comprising a Combined Cream, Powder, and Rouge.

182,599.—Mediterranean Importing Co., New York, N. Y. (Filed June 29, 1923. Used since May 21, 1923.)—Food Products—Namely: Olive Oil.

182,791.—Eve De La Vie, Chicago, Ill. (Filed July 5, 1923. Used since January, 1923.)—Rouge.

183,036.—Joseph Karlin, doing business as Karlin Laboratories, New York, N. Y. (Filed July 10, 1923. Used since Jan. 1, 1923.)—Face and Hand Lotion.

185,166.—Washington "Tasty Drops" Company, Tacoma, Wash. (Filed Aug. 29, 1923. Used since May 1, 1922.)—Flavoring Extract for Foods.

189,631.—Lever Brothers Company, Cambridge, Mass. (Filed Dec. 13, 1923. Used since Oct. 5, 1923.)—Shaving Cream in the Form of Soap Paste.

186,446.—The Remiller Co., New York, N. Y. (Filed Oct. 1, 1923. Used since Sept. 13, 1923.)—Perfumes and Toilet Waters.

187,298.—Capitol Chemical Co., Montpelier, Vt. (Filed Oct. 22, 1923. Used since Apr. 23, 1923.)—Food-Flavoring Extracts.

187,470.—Lever Brothers Company, Cambridge, Mass. (Filed Oct. 25, 1923. Used since Oct. 5, 1923.)—Talcum Powder, Face Powder, Cold Cream, Lip Sticks, Dental Cream, Perfume, and Toilet Water.

187,696, 187,697.—The Sanitas Company, Inc., Jersey City, N. J., and Brooklyn, N. Y. (Filed Oct. 30, 1923. Used since Aug. 30, 1923.)—Preparations for Falling Hair, Dandruff, and Itching Scalp.

190,088.—Bell Chemical Co., Chicago, Ill. (Filed Dec. 26, 1923. Used since 1917.)—Cucumber Lotion, Hand Lotion, After-Shaving Lotion; Nail-Polish Cake, Nail-Polish Paste, Nail-White Paste, Rouge, Lip Stick.

193,146.—Western Soap & Chemical Company, Los Angeles, Calif. (Filed Mar. 1, 1924. Used since Feb. 15, 1924.)—Soap, Soap Flakes, and Washing Powder.

194,122.—Parfumerie Roger & Gallet, Paris, France. (Filed Mar. 20, 1924. Used since Jan. 21, 1924.)—Toilet Powders.

194,162.—Henry Ciaccia, Philadelphia, Pa. (Filed Mar. 21, 1924. Used since Mar. 3, 1924.)—Hair-Waving Lotion.

195,595.—Parfumerie Roger & Gallet, Paris, France. (Filed Apr. 15, 1924. Used since September, 1906.)—Powders and Pastes for Beautifying and Preserving the Teeth, Hair, and Skin, and Perfumery.

195,654, 195,655.—Albert Simon, New York, N. Y. (Filed Apr. 16, 1924. Used since Jan. 1, 1922.)—Cold Creams, Vanishing Creams, Depilatories, Hair Growers, Hair Tonics, Hair Dyes, Hair-Color Restorers, Hairdressings, Eyelash and Eyebrow Preparations, Skin Astringents, Face Powder, Talcum Powder, Perfumes, Toilet Waters, Bath Salts, Reducing Preparations, Rouges for Face; Rouges for Lips, Face, and Cheeks; Shampoos, Sachets; Mud Packs, Lemon Packs, and Other Face Packs in Powder, Liquid, Paste, and Cream Form; Finger-Nail Polishes, Cuticle Cream, Cuticle Lotion, Cuticle Remover, and Hand Lotion, Tooth Pastes, Tooth Cream, Tooth Powder, Acne Preparations, Scalp Ointments, Scalp Remedies, Finger-Nail-Polish Removers, Nail White, Deodorants, Lip Sticks, Compacts, Liquid Skin Enamels, Liquid Face Powders, Pomades, and Face Creams.

196,142.—Superior Novelty Mfg. Co., Elizabeth, N. J., and New York, N. Y. (Filed Apr. 25, 1924. Used since Mar. 10, 1924.)—Vanity Cases.

196,540.—Albert Mosheim, New York, N. Y. (Filed May 3, 1924. Used since Sept. 1, 1923.)—Face Powder, Compacts—viz., Compact Powders and Compact Rouges—Lip Sticks, Eyebrow Pencils, Liquid Face Powder, Mascara, Sachet, Talcum Powder, Face Lotion, Powder Refills and Rouge Refills, and Liquid Cuticle Remover, Hair Tonics, Toilet Water, Perfume, Nail Polish, Cold Cream, and Tooth Paste.

196,704.—High Grade Hair Co., New York, N. Y. (Filed May 7, 1924. Used since October, 1922.)—Henna Preparations for Coloring the Hair.

197,519.—Edmond Vaucher, Lausanne, Switzerland. (Filed May 23, 1924. Used since Oct. 15, 1923.)—Liquid, Powder, and Paste Dentrifrices; Toilet Creams, Toilet Water, Aromatic Vinegar for Toilet Use, and Hair Tonics.

197,551.—Carl G. McFranklin, Chicago, Ill. (Filed May 24, 1924. Used since Nov. 1, 1923.)—Facial Cream.

197,869.—Crofts & Reed Co., Chicago, Ill. (Filed May 31, 1924. Used since Mar. 1, 1924.)—Soap.

197,876.—Rose Chevalier Gostenhofer, New York, N. Y. (Filed May 31, 1924. Used since May 25, 1924.)—Toilet Face Lotions and Liquid and Other Toilet Powders.

198,400.—Larios y Crooke, Malaga, Spain. (Filed June 11, 1924. Used since May 7, 1919.)—Olive Oil.

198,460.—Howard L. Jones, doing business as Pa-Pa Laboratories, Los Angeles, Calif. (Filed June 12, 1924. Used since May 9, 1924.)—Hair Grower.

198,947.—Mary Dregely, doing business as La Mode Cosmetic Co., New York, N. Y. (Filed June 21, 1924. Used since June 11, 1924.)—Face Lotions and Sunburn Lotions.

199,727.—Ukemco Corporation, doing business as Gibson-Howell Company, Inc., New York, N. Y. (Filed July 7, 1924. Used since Jan. 15, 1924.)—Mouth Wash.

199,743.—Percival W. Brain, doing business as The New Health Laboratories, Lynn, Mass. (Filed July 8, 1924. Used since June 1, 1920.)—Face Powder for the Complexion, Face Cream for Cleansing and Beautifying the Skin.

199,763.—Mary E. Rowden, doing business as Belcano Company, San Francisco, Calif. (Filed July 8, 1924. Used since Mar. 1, 1922.)

199,977.—E. Daltroff & Cie, doing business as Parfumerie Caron, Paris, France. (Filed July 14, 1924. Used since Aug. 1, 1923.)—Soaps, Soap Pastes, and Soap Powders.

200,008.—Henry Nier, San Francisco, Calif. (Filed July 14, 1924. Used since Mar. 1, 1924.)—Complexion Clay, Cold Cream, Tissue Cream, Lemon Cream, Vanishing Cream, Skin Tonic, Freckle Cream, Oils-of-Almond Cream, Complexion Powder, Sachet Powder, Puff-Powder Sachet, Hair Restorer, Hair Tonic, Hair Pomade, Scalp Preparation Pomade, Preparation for Giving Luster to the Hair, Deodorant, Hand Lotion, Shaving Lotion, Sunburn Remedies, Perfumery Extract, Toilet Water, Eau de Cologne, Eau de Quinine, Brillantine Liquid, Brillantine Crystal, After-Golf Rub Preparation, Relieve-Fatigue Rub Preparation, Bath Salt, Bath Relieve-Fatigue Preparation, Rouge, Eye Blush, Eyebrow Pencil, Nail Polish, Nail Paste, Nail Powders, Talcum Powder, Liquid Skin Bleaches.

200,040.—Virginia Dare Extract Company, Inc., Brooklyn, N. Y. (Filed July 15, 1924. Used since July 9, 1924.)—Food-Flavoring Extracts Containing no Sugar or Sirup.

200,408.—Scherer-Gillett Company, Chicago, Ill. (Filed July 23, 1924. Used since Apr. 1, 1924.)—Flavoring Extracts for Foods.

200,626.—Charles Kuhnert, doing business as Wisconsin Patent Medicine Company, Wauwatosa, Wis. (Filed July 28, 1924. Used since July 10, 1924.)—Hair Restorer.

201,220.—Leon Cohn, Paris, France. (Filed Aug. 11, 1924. Used since Jan. 1, 1924.)—Perfumes.

201,222.—Aaron L. Crenshaw, doing business as Golden Dream Beauty Laboratories Company, Dallas, Tex. (Filed Aug. 11, 1924. Used since Feb. 10, 1924.)—Complexion Clay.

201,483.—Coral E. Bates, doing business as Tokalon, New York, N. Y. (Filed Aug. 16, 1924. Used since Dec. 15, 1923.)—Complexion Powders.

201,546.—Dental Products Laboratories, Inc., Los Angeles, Calif. (Filed Aug. 18, 1924. Used since January, 1924.)—Tooth Paste, Tooth Powder, Mouth Wash.

201,551.—Robert M. Gibson, Des Moines, Iowa. (Filed Aug. 18, 1924. Used since January, 1912.)—Skin Lotions.

201,567.—Leigh, Chemist, Inc., New York, N. Y. (Filed Aug. 18, 1924. Used since Feb. 2, 1912.)—Face Powders, Face Creams, Perfumes, Toilet Waters, Hair Tonics, Hair Oils, Dentrifrices, Tooth Powders, Rouges, Nail Polishes, Deodorizing Preparations, and Sachet Powders.

201,572.—Andrew J. McIntyre, Detroit, Mich. (Filed Aug. 18, 1924. Used since Jan. 1, 1903.)—Skin Lotion.

201,582.—Fred. W. Riley, Los Angeles, Calif. (Filed Aug. 18, 1924. Used since May 20, 1924.)—Massage Cream.

201,583.—William J. Roersma, doing business as Big 4 Hand Lotion Company, Oklahoma City, Okla. (Filed Aug. 18, 1924. Used since October, 1908.)—Hand Lotion.

201,731, 201,732, 201,733, 201,734.—John Wanamaker, Philadelphia, Pa. (Filed Aug. 21, 1924. Used since 1910.)—Perfumes and Toilet Creams.

201,771.—Newbro Manufacturing Co., Atlanta, Ga. (Filed Aug. 22, 1924. Used since Jan. 1, 1924.)—Deodorant in Paste Form.

201,819.—Pin-O-Sal Chemical Company, Bayonne, N. J. (Filed Aug. 23, 1924. Used since May 1, 1924.)—Bath Salts.

201,846.—Fred W. Gushurst, doing business as Lorraine Company, Denver, Colo. (Filed Aug. 25, 1924. Used since 1915.)—Toilet Preparations consisting of Face Powders, Face Creams, Toilet Waters, and Perfumes.

201,861.—Spencer Kellogg & Sons, Inc., Buffalo, N. Y. (Filed Aug. 25, 1924. Used since June 1, 1924.)—Castor Oil.

201,870.—Earl Wildman, doing business as Bell Chemical Works, Bellevue, Ky. (Filed Aug. 25, 1924. Used since Mar. 17, 1923.)—Bay Rum, Pure Olive Oil.

201,927.—Filmoft Company of America, Inc., New York, N. Y. (Filed Aug. 27, 1924. Used since Aug. 1, 1924.)—Chemical Preparation Used for Curling and Waving the Hair.

202,051.—Anthony R. Corso, doing business as The Treymontes Mfg. Co., Brooklyn, N. Y. (Filed Aug. 30, 1924. Used since July 1, 1924.)—Hair Tonics.

202,204.—Guy T. Gibson, Incorporated, New York, N. Y. (Filed Sept. 4, 1924. Used since May 1, 1924.)—Rouges.

202,329.—Cheramy, Inc., New York, N. Y. (Filed Sept. 8, 1924. Used since Aug. 14, 1924.)—Vegetal, Compact Powder, Sachet, Talcum Powder, Bath Salts, Brilliantine Liquid, Brilliantine Concrete, Cold Cream, Skin and Tissue Cream, Dusting Powder, Bath Tablets, Dry Rouge, Greaseless Cream, Cleansing Cream, and Perfume.

202,442.—Eff-Dee Products Co., St. Louis, Mo. (Filed Sept. 10, 1924. Used since Aug. 20, 1920.)—Bay Rum, Face Cream, Hairdressing, Hair Tonic, Massage Cream, Shampoo, Talcum Powder, and Toilet Water.

202,471.—Weichsel Laboratories, Dallas, Tex. (Filed Sept. 10, 1924. Used since May, 1920.)—Chemical Preparation Suitable for Dandruff and Scalp Treatment.

202,524.—John T. Stanley Co., Inc., New York, N. Y. (Filed Sept. 11, 1924. Used since August, 1924.)—Soap.

202,538.—Henry C. Witz, Indiana Harbor, Ind. (Filed Sept. 11, 1924. Used since July 10, 1924.)—Foot Powder.

202,626.—George S. Hershey, Los Angeles, Calif. (Filed Sept. 15, 1924. Used since Sept. 4, 1924.)—Powder Puffs.

202,679.—Patrelle Freres et Fils, Les Lilas, France. (Filed Sept. 16, 1924. Used since 1870.)—Hair Oils.

202,705.—Henkel & Cie., Gesellschaft mit Beschränkter Haftung, Dusseldorf-Holthausen, Germany. (Filed Sept. 17, 1924. Used since December, 1913.)—Preparations for Washing and Scouring Purposes, Soaps, and Washing Powder.

202,729.—The J. R. Watkins Company, Winona, Minn. (Filed Sept. 17, 1924. Used since Aug. 21, 1921.)—Mouth Washes.

202,854.—Century Products Co., Chicago, Ill. (Filed Sept. 22, 1924. Used since June 20, 1924.)—Soothing and Healing Deodorant Antiseptic Powder.

202,877.—Los Angeles Soap Company, Los Angeles, Calif. (Filed Sept. 22, 1924. Used since June 4, 1924.)—Soap.

202,892.—Polar Ice Laboratory, Kansas City, Mo. (Filed Sept. 22, 1924. Used since Oct. 1, 1923.)—Toilet Preparations—Namely, Cold Cream, Blackhead Remover, and Skin Beautifier.

202,952.—The Remiller Co., New York, N. Y. (Filed Sept. 23, 1924. Used since Sept. 17, 1924.)—Bath Salts.

203,096.—The Sofstep Company, New York, N. Y. (Filed Sept. 26, 1924. Used since Sept. 1, 1924.)—Foot Powders.

203,179.—Clarence Hobbs, doing business as Products Research Laboratories, Los Angeles, Calif. (Filed Sept. 29, 1924. Used since Aug. 15, 1924.)—Preparation for Exterminating the Growth of Hair.

203,189.—Cora Elizabeth Nash, doing business as Elizabeth Nash, Newark, N. J. (Filed Sept. 29, 1924. Used since Aug. 29, 1924.)—Face Powder.

203,190.—Cora Elizabeth Nash, doing business as Elizabeth Nash, Newark, N. J. (Filed Sept. 29, 1924. Used since July 19, 1924.)—Face Creams, Cleansing Creams, Tissue Creams, and Foundation Creams.

203,255.—Chap Steel Wood Co., Inc., New York, N. Y. (Filed Oct. 1, 1924. Used since Sept. 18, 1924.)—Steel Wool, Soap, and Combination Packages, Containing Steel Wool and Soap.

TRADE-MARK REGISTRATIONS GRANTED (Act of March 19, 1920.)

(These Registrations are not Subject to Opposition.)

189,471.—Northam Warren Corporation, New York, N. Y. (Filed July 21, 1923. Serial No. 183,535. Used since July 9, 1923.)—Nail Polish.

191,390.—The La Valliere Co., New Orleans, La. (Filed Sept. 5, 1924. Used since Aug. 1, 1914. Serial No. 202,256.)—Antiseptic Toilet Powder.

191,396.—Minnie Wunder, Los Angeles, Calif. (Filed Sept. 18, 1924. Serial No. 185,909. Used since October, 1920.)—Face Cream.

191,404.—Chas. W. Young & Co., Philadelphia, Pa. (Filed Aug. 22, 1924. Serial No. 201,785. Used since January 1898.)—Scouring Soap, Borax Soap (Handy and Large Size), Soap Chips, and Soap Powder.

191,644.—Leigh Chemist, Inc., New York, N. Y. (Filed Aug. 18, 1924. Used since Feb. 2, 1912.)—Face Powders, Face Creams, Perfumes, Toilet Waters, Hair Tonics, Hair Oils, Dentrifices, Tooth Powders, Rouges, Nail Polishes, Deodorizing Preparations, and Sachet Powders.

191,656.—Denney & Denney, Philadelphia, Pa. (Filed June 26, 1923. Serial No. 182,466. Used since Apr. 28, 1923.)—Face Powders, Face Creams, Perfumes, Toilet Waters, Rouges, Hair Tonics, Hair Oils, Dentrifices, Tooth Powders, Nail Polishes, Deodorizing Preparations, and Sachet Powders.

DESIGNS PATENTED

65,844.—Lip-stick holder. Edouard P. Benois, Paris, France, assignor to Coty, Inc., New York, N. Y., a Corporation of Delaware. Filed Mar. 14, 1924. Serial No. 8,928. Term of patent 14 years.

65,875.—Cosmetic-stick holder. Emerson H. Tompkins, Waterbury, Conn., assignor to Scovill Manufacturing Company, Waterbury, Conn., a Corporation of Connecticut. (Filed Jan. 26, 1924. Serial No. 8,438. Term of patent 7 years.

65,963.—Bottle—Rene Desseignes, Asnieres, France. Filed July 24, 1924. Serial No. 10, 250. Term of patent 7 years.

PATENTS GRANTED

1,512,211.—Method for Use in Soap-Powder Making. Judson A. De Cew, Mount Vernon, N. Y., assignor to Process Engineers, Incorporated, New York, N. Y. Filed Mar. 22, 1921. Serial No. 454,431. 1 Claim. (Cl. 87-16.)

A method for use in soap powder making which consists in heating soap and liquid soda separately, forcing the hot soap and liquid soda to impact against each other through orifices and forcing the hot mixture through a further atomizing device to further sub-divide, commingle and mix the soap and soda into an intimate non-jellying mixture.

1,512,503.—Collapsible Tube. John E. Semmes, Jr., Baltimore, Md. Filed Feb. 11, 1921. Serial No. 444,147. 1 Claim. (Cl. 221-60.)

The combination with a collapsible tube having a breast with a tubular nozzle projecting from the center of the breast said nozzle being closed at its outer end and having an annular stop-flange at its closed ends and being externally screw-threaded from the stop-flange toward the breast and said nozzle having a segmental slot which extends in a direction at right angles to the axis of the nozzle which slot is located nearer to the stop-flange on the nozzle than the breast,—and the interior of the nozzle having a curved wall that extends diametrically across the nozzle to the segmental slot and a nut on the nozzle and entirely closing the segmental slot when it is seated against said stop-flange.

1,512,981.—Vanity Case or Container for Cosmetic Articles, Toilet Preparations, Etc. Max Martin Gordon, Chicago, Ill. Filed Nov. 12, 1923. Serial No. 674,215. 3 Claims. (Cl. 206-12.)

1. A container for toilet articles, comprising sections in hinged connection with each other in the manner of the sections of a wardrobe trunk, shelves extending in planes at right angles to the pivotal axis of said sections in each of said sections, and a block on one of said shelves provided with an opening in which a toilet article can be inserted.

1,513,233.—Cuticle and Nail Salve. Rose P. Fant, Los Angeles, Calif. Filed Sept. 22, 1922. Serial No. 589,928. 3 Claims. (Cl. 167-9.)

2. A cuticle and nail salve comprising boracic acid, alum, bicarbonate of soda, vaseline, glycerin and spermaceti wax.

1,513,557.—Powder-Retaining Device for Toilet-Powder Boxes. Cora Elizabeth Nash, Bronx, N. Y. Filed June 24, 1924. Serial No. 722,060. 3 Claims. (Cl. 132-82.)

1. An assembly of the character described embodying a powder box comprising a substantially rigid receptacle adapted to contain powder and a cover for said receptacle, in combination with a perforated follower loosely laid on the surface of said powder and free from attachment with the powder container whereby said follower is adapted to gravitate at all times into engagement with said surface of the powder, small quantities of which are adapted to work through the perforations and around the edges of the follower and rest upon the upper surface of the follower from which said small quantities of powder can be removed by a puff.

1,513,585.—Spring Latch and Retainer for Vanity Cases, Charles Dahmen, Closter, N. J., assignor to Simon Zinn, Inc., New York, N. Y., a Corporation of New York. Filed Mar. 11, 1924. Serial No. 698,412. 3 Claims. (Cl. 132-82.)

1. A vanity case comprising a box portion and a cover therefor, a hinge connecting the two, a separate latch piece for said cover, and a spring lip on the latch piece adapted to co-act with a portion of the hinge to securely retain a powder compact in the box portion.

1,513,734.—Magnifying Mirror. Raymond R. Beatty, Bronxville, N. Y., assignor to Frederick F. Ingram Company, Detroit, Mich., a Corporation of Michigan. Filed Jan. 24, 1924. Serial No. 688,197. 1 Claim (Cl. 88-1.)

A magnifying mirror comprising a concave mirror, a metal ring provided with a down-turned inner part and an outwardly extending flange, the mirror and ring being of substantially the same diameter, and a celluloid back having its edge turned over the ring flange with the mirror between the ring and back.

1,514,068.—Bleaching or Stain Removing Composition and Method. Robert A. Phair, Allendale, N. J., assignor to H. Kohnstamm & Co., Inc., a Corporation of New York. Filed June 28, 1923. Serial No. 648,354. 23 Claims. (Cl. 88-16.) (Granted under the provisions of the act of March 3, 1921, 41 Stat. L., 1313.)

19. In the laundering or bleaching of textile materials, the process which includes subjecting the goods to a chlorine bleach, caustic soda and a carbohydrate which is more sensitive to the bleach than is the material or color to be preserved and less sensitive to the bleach than is the substance to be removed.

1,514,130.—Everett G. Clements, Washington, D. C. Filed Mar. 7, 1923. Serial No. 623,497. 8 Claims. (Cl. 221-60.)

1. In combination, with a receptacle having a neck, a rotatable closure cap therefor, and resilient locking means engaging said cap and attached at one end to said receptacle, said cap and said means co-operating under rotation of the cap, to move said means to a position to lock or unlock said cap with respect to said neck.

1,514,225.—Container for Powder. Cecil O. Phillips, New York, N. Y.; Elizabeth L. Phillips, executrix of said Cecil O. Phillips, deceased. Filed Oct. 5, 1923. Serial No. 592,470. 4 Claims. (Cl. 206-56.)

1. A composite container of the type described, comprising an outer casing, perforated means on one end of said casing for dispensing powder, and an inwardly projecting perforating member of a particular shape arranged near said perforated means, a refill carton having a perforable section in one end thereof, of a shape corresponding to the perforating member, and positioning means associated with said outer casing whereby when a refill carton is inserted into the outer casing the perforating member registers with the perforable section in the end of the carton adjacent thereto.

1,515,120.—Combination Vanity Article. Nathan Kasdan, Bronx, and Daniel Pollack, Brooklyn, N. Y. (Filed June 28, 1922. Serial No. 571,358. 5 Claims. (Cl. 132-83.)

2. A vanity article in the shape of a hand mirror comprising a body section equipped with a mirror on its obverse face and a powder puff box on its reverse face having a cover, a handle hinged to one edge thereof so as to lie in the plane of said section, said handle being adapted to be

folded up close against the mirror when the article is not in use, means for locking the handle in its normal operative position for use and a toilet-stick holder applied within said handle and removable for use through the end thereof, said handle being hollow and formed with an opening in its lower end closely fitting said holder adjacent to its closed end, leaving the closed end of the holder exposed and said holder normally closing the end of the handle, and said holder being a metal tube adapted to be introduced endwise through said opening and between the front and back inner walls of the handle and containing a follower for the toilet-stick having an operating shank and exposed head therefor.

A PROPOSED VANILLIN PATENT

Complete specification (219676) of a proposed British patent by the Actien-Gesellschaft für Anilin-Fabrikation, entitled "Improved Manufacture of Vanillin," is open to inspection at the Patent Office, London, in accordance with the International Convention rule concerning foreign applications. The specification reads:

Guyot and Gri have shown that the condensation products from a diketocarboxylic acid ester and guaiacol can be converted into vanillin by a comparatively simple procedure.

These syntheses of vanillin have hitherto been without technical importance because of the difficulty that exists in making the acid esters.

According to the present invention, the easily accessible condensation product of chloral hydrate with guaiacol (Berichte, Vol. 56, p. 982) can be used for the same changes as those which the above-mentioned condensation products of diketocarboxylic acid esters undergo. By saponifying the guaiacyltrichloromethyl-carbinol there are obtained directly acids which by suitable oxidation in the same liquid become converted into vanillin.

The following examples illustrate the invention:

(1) 50 grams of guaiacyltrichloromethyl-carbinol are introduced into 4 litres of water, and the latter is boiled for 12 hours in a reflux apparatus. After addition of 75 grams of cupric acetate the solution is further boiled for 12 hours. It is then evaporated to 2 litres and shaken out with ether. The ethereal solution contains 18 grams of vanillin.

(2) 50 grams of guaiacyltrichloromethyl-carbinol are introduced into 4 litres of water, and the latter is boiled for 12 hours in a reflux apparatus. After addition of 20 grams of cupric acetate, air is blown in, while boiling is continued for about 12 hours. The vanillin is extracted from the cooled solution, either by ether or chloroform.

(3) 50 grams of guaiacyltrichloromethyl-carbinol and 20 grams of cupric acetate are introduced into 4 litres of water, and the latter is boiled in a reflux apparatus for 12 hours, while air is blown through the liquid. The vanillin is obtained from the cooled solution in the manner described above.

(4) 20 grams of guaiacyltrichloromethyl-carbinol are introduced into 1 litre of water, which is boiled for 12 hours, in a reflux apparatus; 30 grams of cupric acetate are then added, and the boiling continued for one hour. The mixture is then heated in a closed vessel for ½ hour at 150 deg. C. Vanillin is extracted from the solution thus obtained. The yield is 10.5 grams of vanillin, which amounts to 93 per cent of that theoretically possible.

(5) 20 grams of guaiacyltrichloromethyl-carbinol, 30 grams of cupric acetate, and 1 litre of water are heated together in a closed vessel for 2 hours at 150 deg. C. The vanillin thus obtained is extracted.

In their declaration the inventors claim "the manufacture of vanillin by saponifying and oxidizing guaiacyltrichloromethyl-carbinol."

Japanese Trade Mark Registrations

Attention is called to the fact that patent or trade mark rights valid in Japan at the time of the earthquake are now held to be void unless they have been re-registered in the Japanese Patent Office prior to October 31, 1924, in accordance with a notice published last December. Any unclaimed rights are now subject to registration by any other applicant.



BELGIUM

REVISED CUSTOMS TARIFF.—The date set for the revised Belgian tariff to become effective was November 10.

GERMANY

INCREASED RATES IN PROPOSED TARIFF SCHEDULES.—The tentative tariff schedules which are now before the Federal Economic Council of Germany, for consideration in connection with the proposed commercial treaties, show marked increases over the present rates of duty in many lines, despite a growing public sentiment against extreme protection. It is expected that, pending the introduction of new import duties, the existing import prohibitions will be retained and the granting of import licenses for all foreign manufactures will be increasingly restricted, so as to result in steadily diminished purchases.

GREECE

ESSENTIAL OILS.—A. H. Swift makes this report to the American Department of Commerce: "Greece is one of a few countries possessing a rose oil industry, but it is not one of the leading sources for this commodity. Lemon, orange, and other essential oils are also produced and exported to a limited extent. The imports of essential oils are not large, but 23,439 kilos having been received in 1923—12,775 from France, 7,469 from Germany, 1,372 from Italy, and 445 from Great Britain."

ITALY

ESSENTIAL OILS, ETC.—Consul George L. Brandt at Messina reports as follows: "In the Sicilian essential oils (lemon, sweet and bitter orange, bergamot, and mandarin) industry, which is also centered in Messina, prices were slightly lower in 1923 than in 1922, and there was a slight falling off in exports. Exports for 1923 totaled 2,036,064 pounds, as against 2,170,148 pounds for 1922. The United States took 566,487 pounds in 1923 and 794,960 pounds in 1922."

Consul General John Ball Osborne at Genoa reports that the year 1923 was prosperous for Italy. The declared exports to the United States and its possessions, however, showed a decline for the year. The statistics compare as follows, the figures for 1922 being in parenthesis:

Lemon oil, 1923, \$217,890 (\$361,436); other essential oils, \$514,420 (\$745,783); olive oil, \$9,632,698 (\$7,316,012); peppermint, \$11,929 (\$12,362).

CUSTOMS RESTRICTIONS.—A decree now effective, but which will not become a law until ratified by Parliament, reestablishes restrictions on the importation and exportation of certain products in Italy. Licenses are required for

(Continued on Page 514.)

THE MARKETS

Essential Oils, Aromatic Chemicals, etc.

The trend of the market for essential oils and in fact for perfume materials in general has been steadily toward higher levels during the interval since our last review. The tendency to inquire for large parcels and to take what was available without much quibbling over prices, which was in evidence at that time, has continued and possibly broadened to some extent despite the fact that holidays and the election have interfered somewhat with the volume of business being done in certain weeks. Prices have in very few instances displayed anything even approximating weakness. On the other hand, there have been instances almost without number in which quotations have been sharply advanced.

There is the danger, of course, that this advancing tendency of the market will be carried to such lengths as to seriously interfere with the buying power of the consuming trades. They have thus far shown no tendency to decrease their purchases either in size or in number, but they are beginning to wonder where the present rapidly advancing market is leading and it begins to look as if dealers and manufacturers would do well to call a halt, if they can, to the process of steady advances with no prospect of easier markets. It is very easy to kill a good market by too rapid and too strenuous price action.

Practically no group of products has shown any real tendency to weakness during the month. If any group can be considered as even slightly easier, it may be said that it is the seed group. There has been another fall in caraway and neither cummin nor coriander is any too steady. Either might easily weaken at any time. Wormseed has also declined recently and is not a strong market. Only the fact that much of the wormseed offered in the South this year has been below the standards of the pharmacopoeia has prevented a decline to what are usually considered normal levels following a period of greatly inflated prices. Other items in the group have been barely steady with the exception of cardamon, which is strong and advancing owing to the continued scarcity and high price of raw material.

The floral essences as a group have continued firm although the actual price changes have been relatively few. There is no surplus of any of these items on spot and it begins to look as if the market were in for a period of very real shortage. Such material as is offered, is generally being sold at the prices prevailing a month ago. But it may be said at once that these prices are high enough, practically all of them being well above what are usually judged to be normal levels. Lavender, rose, neroli and other oils of the class are at high levels, but are being taken readily despite the fact. When present stocks are gone, it is not easy to see where more are coming from, save at prices which consumers here will find difficult for their pockets to negotiate.

Mint oils have had their flurry again. Last month it looked as if the long awaited break in peppermint was at hand. There was in fact a slight recession in the price of peppermint in the country, but immediate buying by chewing gum interests and one or two New York dealers who apparently needed goods so badly that they could not wait, reversed this situation and again strengthened the

commodity in its price. The result has been little country buying, extreme scarcity on spot and an advance of close to 50 per cent in spot quotations on all grades. Spearmint is not inflated, but is genuinely strong, having been under-produced in the country and not accumulated in New York. Tansy has been weak but is showing a turn for the better and seems likely now to go higher.

Citrus oils have been much firmer during the month. Lemon was high and strong enough a month ago. It is no higher now, but in such short supply that practically no consequential offers can be found. Orange has firmed up sharply on higher shipment quotations. Bergamot is also firmer for shipment, but spot supplies are heavy enough to prevent any immediate reaction upward in this market.

Spice oils are generally firm. Clove had a turn for the weak side during the month but has again strengthened, with spice not only scarce but very high in price. A repetition of last year's low priced contracts is not in evidence and not likely to be. Nutmeg and mace are both high and scarce on account of the extreme position of the raw materials. Ginger as well stays at a high level with very little prospect of anything easier in the near future.

Miscellaneous oils have been more or less irregular. Java citronella is materially easier owing to heavy arrivals. Bois de rose is again in very light supply and linaloe has advanced accordingly. Sweet almond is about off the market and so is cedar wood, neither of which can be had in quantity and both of which are held at very high prices. Eucalyptus has been moving well and has advanced slightly. Erigeron is about off the market and has virtually doubled in price.

Summing up the general situation it may be said that the entire market is still in a strong position and that quality oils are by no means easy to get at present even by those willing to pay the prices. Indications are, however, that the worst of the advance is now over, although there is nothing which would point to any immediate weakness. Even at today's high levels, the purchase of goods seems to be attended with fewer than the ordinary number of risks and chances.

Synthetics and Aromatic Chemicals

The result of the election has had a more or less stimulating effect upon the market. So long as the result was even partially in doubt, there was a tendency on the part of the consumers to restrict purchases in the belief that a change in administrations would undoubtedly result in a readjustment of the tariff schedules. It was indicated that such might be the case and the present schedules on synthetics and particularly coal tar products would undoubtedly have been amended to a considerable degree in favor of the importers. With the election out of the way and no chance for tariff tinkering during at least the next two years, there has been a recovery of confidence and the trade in synthetics is now approaching in volume the excellent records being made in the market for the natural products.

There has been no appreciable effect on prices arising out of the matter of the September tariff revision. A few materials have declined to some extent but the fall has been gradual and is not in any sense of the word directly traceable to that action. In fact the tariff change of September 22 was so well discounted long in advance of its actual happening that its effect upon business in synthetics has been almost nil.

With trading now going on in good volume both the importers and the domestic manufacturers report good sales and firm prices. There have, however, been relatively few price advances. Most items have been firm and a few are slightly higher, but no general advance has taken place. Makers must be credited with a commendable spirit in this regard for it would have been comparatively easy for them to move prices forward on the improvement in business. It looks as if they were too greatly interested in stabilizing the business and insuring its future to be led astray in the fields of price scalping which is the bane of many industries.

Conditions appear to be upon a sound basis and there is every evidence of continued growth in the use and manufacture of synthetics in the country and of a healthy future for the industry. The accompanying price tables indicate

the market position at the moment. They show few changes of importance from the levels prevailing a month ago.

Vanilla Beans

The market is no easier and in fact, it cannot be during the present crop season. Conditions surrounding the operations on the present crop have been outlined in this review during the past four months. They are undoubtedly familiar to everyone even casually interested in beans. It is only sufficient to say that local stocks are none too large to take care of the steady call for goods and that a shortage before the next crop seems inevitable, together with a continuation of recent high prices.

Looking forward to the coming crop of goods, it may be said that some relief but no pronounced break in prices seems to be in prospect. World production of vanilla will be stimulated by the shortage and high prices, especially in countries where such stimulation is easily possible. In addition, the reports on the weather and on general conditions during the growing season have been distinctly favorable thus far, although they can, of course, be overturned even yet. However, the outlook is for a larger crop.

At the same time, it will hardly be wise for buyers to anticipate a pronounced break in prices. It must be recalled that stocks throughout the world will be reduced to the minimum by the time new beans begin to arrive. In addition, the growers will be well fortified financially, on account of the past three years of high prices, to hold their goods for what they believe to be fair prices, and this is not likely to be anything low. Further, the tremendous increase in world consumption of vanilla will eat up the natural increment easily enough.

Easier conditions on supplies, with less difficulty in getting goods, appear to be highly probable. A break in prices, which will send vanilla back to the mythical and long since past "normal" of prices, would be a most unexpected although much to be desired happening.

Sundries

The course of menthol, while not of too great importance to the trade, is always interesting. Its course during the past month is doubly so. The shortage, predicted in our review of last month, materialized with a vengeance and prices advanced to \$14.50 per pound but have since receded slightly. There are practically no sizable offers of spot goods and the list of goods to arrive before the first of the year is too small to afford much relief. High prices for some time to come, and no really low prices for another year, would seem to be the best bet on menthol.

Balsam copaiba is higher and none too easy to get. Peru has been firm, but tolu is easier. Gum benzoin is firmer, both for shipment and on spot. Red rose leaves are in better supply and can now be had at somewhat lower prices. Alcohols have been extremely firm in price during the month, the heavy demand for denatured having been reflected throughout the group.

Parcel Post Service to Indo-China

Direct parcel-post service for unregistered packages is in operation between the United States and Indo-China. Packages may be dispatched direct from San Francisco, Seattle, and Honolulu, instead of by the indirect service via New York, provided the packages do not weigh more than 22 pounds and are paid at the postage rate of 12 cents per pound or fraction of a pound plus a transit charge of 20 cents per parcel up to 11 pounds and of 35 cents per parcel when exceeding 11 pounds, but not exceeding 22 pounds.

Inquisitive Matron Finds a Darling

The new chauffeur was extremely reticent. In fact, his mistress thought him bashful.

"Won't you tell me your last name, John?"

"No'm; just call me John."

"Well, may I know what your last name is?"

"No'm; you'd better not."

"I insist upon calling you by your last name!"

"All right, then. Call me Darling."

PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

(See last page of Soap Section for Prices on Soap Materials)

ESSENTIAL OILS

Almond, Bitter, per lb...	\$3.50@	\$3.75	Nutmeg	1.45@	Benzilidenacetone	2.75@	4.50
S. P. A.	3.75@	4.00	Orange, bitter	2.75@	Benzophenone	7.00@	
F. F. C. "Art"	2.15@	2.30	sweet, W. Indies	2.55@	Benzyl Acetate, dom.	1.55@	1.80
Sweet True75@	.85	sweet, Italian	2.80@	foreign	1.75@	2.00
Apricot Kernel25@	.29	Calif.	3.00@	Benzyl Alcohol	1.45@	1.60
Amber, crude75@	.80	Origanum, imitation35@	Benzyl Benzoate	1.60@	1.75
rectified90@	1.00	Orris Root, concrete, do-		Benzyl Butyrate	5.50@	
Amymis, balsamifera	3.00@	3.25	mestic	3.00@	Benzyl Cinnamate	10.00@	
Angelica Root	38.00@		foreign	5.00@	Benzyl Formate	3.25@	
Anise, tech.57 1/2@		Orris Root, absolute (oz.)	54.00@	Benzyl Propionate	5.00@	
Lead free, U. S. P.62 1/2@		Parsley	3.50@	Borneol	2.75@	
Aspic (spike) Spanish...	.85@	1.00	Patchouly	5.00@	Bornylacetate	4.25@	4.25
French	1.30@	1.40	Pennyroyal, American...	2.10@	Bromistyril	3.25@	
Bay, Porto Rico	2.40@		French	1.90@	Carvol	13.00@	
West Indies	2.25@		Peppermint Natural ...	7.50@	Cinnamic Acid	3.25@	3.50
Bergamot, 35-36 per cent.	3.60@	4.00	Redistilled	8.50@	Cinnamic Alcohol	6.50@	6.75
Birch, sweet N. C.	1.90@	2.15	Petit Grain, So. American	2.25@	Cinnamic Aldehyde	3.65@	4.00
Penn. and Conn.	3.50@	4.00	French	6.00@	Citral	2.75@	
Birchtar, crude25@		Pimento	2.50@	Citral, C. P.	3.50@	5.00
rectified85@		Pinus Sylvestris	2.00@	Citronellol, dom.	8.00@	9.00
Bois de Rose, Femelle...	4.90@		Pumilionis	2.60@	foreign	8.75@	10.00
Cade, U. S. P. "IX"38@		Rose, Bulgaria	10.00@	Cumarin, dom.	3.40@	3.65
Cajuput, Native S. P.	1.05@		Rosemary, French50@	foreign	3.50@	3.60
Calamus	4.25@		Spanish40@	Diethylphthalate45@	
Camphor, "white"15@	.16	Rue	4.00@	Diphenylmethane	2.50@	3.00
Cananga, Java Native...	2.25@		Sage	2.75@	Diphenyloxide	1.00@	1.40
rectified	3.25@	3.50	Sage, Clary	3.25@	Ethyl Acetate50@	
Caraway Seed, rectified...	3.35@		Sandalwood, East India..	6.75@	Ethyl Benzoate	2.00@	
Cardamon Ceylon	35.00@		Sassafras, natural	1.40@	Ethyl Butyrate	1.85@	
Cassia, 80@85%	2.00@	nom.	artificial38@	Ethyl Cinnamate	5.50@	
rectified U.S.P.	2.90@		Savin, French	2.85@	Ethyl Formate	2.00@	
Cedar Leaf	1.05@	1.15	Snake Root	18.00@	Ethyl Propionate	2.50@	
Cedar Wood85@	.90	Spearment	4.15@	Ethyl Salicylate	3.50@	
Celery	11.00@		Spruce90@	Eucalyptol85@	.95
Chamomile	6.50@	8.00	Tansy	3.00@	Eugenol	3.00@	
Cinnamon, Ceylon	12.00@	15.00	Thyme, French, red.	1.00@	foreign	3.50@	4.50
Citronella, Ceylon77@	.79	white	1.05@	Geraniol, dom.	4.75@	
Java	1.45@		Spanish, red95@	foreign	4.75@	
Cloves, Bourbon	2.70@	3.00	Valerian	14.00@	Geranyl Acetate	4.75@	
Zanzibar	2.15@		Vetivert, Bourbon	12.00@	Geranyl Butyrate	13.00@	
Copaiba40@		Java	30.00@	Geranyl Formate	12.50@	
Coriander	12.00@		East Indian	18.00@	Heliotropin, dom.	2.25@	
Croton	1.10@		Wintergreen, Southern...	4.00@	foreign	2.50@	3.00
Cubeb	5.00@		Penn. & Conn.	8.00@	Hydroxycitronellal	14.00@	16.00
Cumin	12.00@	14.00	Wormseed	4.25@	Indol, C. P. (oz.)	9.00@	
Cypress	6.00@		Wormwood	3.75@	Iso Butyl Benz	5.00@	
Dillseed	4.50@		Ylang-Ylang, Manila....	26.00@	Iso Eugenol	4.25@	4.40
Erigeron	3.50@	nom.	Bourbon	4.50@	Linalool	5.25@	
Eucalyptus, Aus. "U.S.P."	.70@	.75			Linalyl Acetate 90%....	8.00@	
Fennel, Sweet	1.15@		OLEO-RESINS				nominal
Geranium, Rose Algerian.	8.00@		Capsicum	3.00@	Linalyl Benzoate	nominal	
Bourbon	7.50@	8.00	Ginger	3.65@	Methyl Acetophenone	5.25@	
Turkish (Palma rosa) ..	4.50@	4.75	Cubeb	4.75@	Methyl Anthranilate	2.75@	3.25
Ginger	9.50@		Malefern	3.25@	Methyl Benzoate	2.00@	
Gingergrass	3.00@		Orris	16.00@	Methyl Cinnamate	4.00@	5.00
Guaiaic (Wood)	5.00@		Pepper, Black	4.00@	Methyl Eugenol	9.00@	10.00
Hemlock95@		Vanilla	22.50@	Methyl Heptenone	9.00@	
Juniper Berries, rectified.	1.35@	1.45	DERIVATIVES AND CHEMICALS				
Juniper Wood65@		Acetaldehyde 50%	2.00@	Methyl Heptene Carbon...	39.00@	44.00
Laurel	5.00@		Acetophenone	5.00@	Methyl Iso Eugenol	13.00@	
Lavender, English	32.00@		Aldehyde C 14	22.50@	Methyl Octine Carb.	—@	—
U.S.P. "IX"	5.75@	8.00	C 16	70.00@	Methyl Paracresol	6.00@	
Lemon, Italian95@		Amyl Acetate	4.50@	Methyl Phenylacetate, ..		
Calif.75@		Amyl Butyrate	2.00@	Art. Honey Aroma	6.50@	
Lemongrass	1.00@	1.10	Amyl Cinnamate	4.50@	Methyl Salicylate48@	.52
Limes, distilled	1.20@	1.50	Amyl Fomate	1.75@	Musk Ambrette	16.00@	17.00
expressed	2.40@		Amyl Phenyl Acet.	5.00@	Ketone	20.00@	
Linaloe	4.00@		Amyl Salicylate, dom. ...	1.30@	Nylene	4.75@	
Mace, distilled	1.45@		foreign	1.85@	Nerolin	1.65@	2.00
Mirbane15@		Amyl Valerate	3.00@	Nonylic-Alcohol	40.00@	52.00
Mustard, genuine	14.00@	16.00	Anethol	1.10@	Phenylacetaldehyde	8.00@	11.00
artificial	3.10@		Anisic Aldehyde, dom. ...	3.75@	imported	8.50@	12.00
Neroli, Bigarade, Pure...	80.00@	100.00	foreign	4.00@	Phenylacetic Acid	3.50@	
Petale, extra	100.00@	130.00	Benzaldehyde, U.S.P.	1.55@	Phenyl Ethyl Acetate....	15.00@	17.50
			F. F. C.	1.75@	Phenyl Ethyl Butyrate...	27.50@	
					Phenyl Ethyl Formate...	20.00@	

(Continued on Next Page)

Phenyl Ethyl Propionate.	20.00@	Beaver Castor	6.50@	Rhubarb Root, Shensi...	.75@
Phenyl Ethyl Alcohol,		Cardamon Seed, green...	1.75@	High Dried37@ .41
domestic	8.50@ 9.00	Decort	2.00@	Rice, Starch09@ .12
imported	9.00@ 9.50	Castoreum	4.50@	Rose leaves, red	1.05@
Rhodinol, dom.	12.50@ 15.00	Chalk, precipitated03½@ .06½	pale65@
foreign	18.00@ 20.00	Civet horns	2.25@	Sandalwood chips35@
Safrol55@ .60	Guarana75@	Saponin	1.25@
Skatol, C. P. (oz.)	10.00@ 20.00	Gum Benzoin Siam.	1.25@	Styrax80@ 2.35
Terpineol C. P., dom.48@	Sumatra26@ .28	Talc, domestic. (ton)	18.00@ 40.00
Imported	1.00@ 1.15	Gum Gamboge, pipe.80@	French	25.00@ 50.00
Terpinyl Acetate	1.75@ 1.90	powd.	1.00@	Italian	45.00@ 60.00
Thymol	5.00@	Lanolin hydrous17@ .19	Vetiver root30@
Vanillin48@ .52	anhydrous20@ .23		
Violet Ketone Alpha.	15.00@	Menthol, Jap.	14.00@ 14.75		
Beta	13.00@	American	nominal	BEANS	
Yara Yara	2.00@	Synthetic	8.00@ 10.00	Tonka, Beans, Para95@ 1.00
		Musk, Cab., pods. (oz.)	18.00@ 20.00	Tonka, Beans, Angostura.	2.20@ 2.35
		grains	26.00@ 28.00	Tonka, Beans, Surinam. .	nominal
		Tonquin, gr. (oz.)	36.00@	Vanilla, Beans, Mexican.	11.00@ nom.
		pods	22.00@ 23.00	Mexican, cut	10.00@ nom.
		Orange flowers	1.00@	Vanilla Beans Bourbon,	
		Orris Root, Florentine,		whole	10.75@ nom.
		whole08@ .10	Vanilla Beans, Bour., cut	nominal
		powdered12@ .30	Vanilla Beans, So. Am. .	10.00@
		Patchouli leaves23@	Vanilla Beans, Tahiti,	
		Peach Kernel Meal30@	yellow label	7.00@ nom.
				white label	7.50@ nom.

SUNDRIES

Alcohol Cologne spts., gal.	4.97@ 5.12
Almond Meal45@
Ambergris, black. (oz.)	15.00@ 18.00
gray	26.00@
Balsam Copaiba S. A.45@
Para38@
Balsam Peru	2.00@
Tolu	1.90@

FOREIGN CORRESPONDENCE

(Continued from Page 511)

the importation of perfumes and perfumed soaps, except perfumed soaps when imported from Australia.

NETHERLANDS

PROGRESS ON NEW TARIFF BILL.—Following complaints by various Dutch industries that a number of commodities which are subject to import duty under the present tariff of the Netherlands would, under the proposed new schedule, be entirely free of duty, or be subject to reduced duty, the Government is now consulting interested parties and their organizations. The perfumery, the metal, the textile, and the distilled liquor industries are opposing the changes.

As a result, the Minister of Finance has decided to introduce a note of modification to the bill authorizing the minister to impose a maximum duty equal to that now in effect on articles now dutiable but which would be free of duty under the new bill. It is understood that the minister intends as soon as possible to forward to the Second Chamber a list of such products.

PERU

NEW PHARMACEUTICAL REGULATIONS.—The Pharmaceutical regulations which were originally established in Peru in May, 1922, with the effective date extended from time to time, will become finally effective on December 1, 1924. These regulations provide that all medicinal specialties, whether of national or foreign manufacture, shall undergo analyses by the drugs inspection committee of Peru and receive authorization from the board of health before being placed on sale in the country. Labels showing the chemical composition of each article according to the metric decimal system are required in each case.

POLAND

IMPORT PROHIBITIONS.—A decree effective as of September 3, 1924, prohibits the importation of cosmetics and perfumery into Poland, but permissions previously granted are valid until date of their expiration.

SPAIN

OLIVE OIL CONGRESS PROGRAM.—Following is the program for the Seventh International Olive Oil Congress, which will be held at Seville, December 6 to 19: (1) Olive oils and their classification and practical use; cultivation of the olive, manuring and disinfection of the soil; harvest, transport, and storage of olives. (2) Preservation of olives; the manufacture of olive oil. (3) Trade and export; statistics as to production, consumption, imports and exports; marks and certificates of origin. (4) Destruction of pests harmful to the olive. (5) Hygienic and nutritive value of olive oil; refining and mixture of olive oils; processes for testing; proofs of bad condition and adulteration. After the congress, from December 11 to 18, an excursion will be made to Cordoba, Sevilla, Montilla, Cabra, Malaga, Granada, Toledo, and other olive-producing centers. The Congress will end at Seville on December 19.

SWEDEN

PERFUMERY IMPORT RESTRICTIONS MODIFIED.—The board of control, acting under a provision of the royal order of July 1, 1918, has now removed the restrictions on the importation into Sweden of a number of alcoholic preparations, including eau de Cologne, perfumed essences and extracts, hair dyes and lotions, mouth washes, etc., subject to certain conditions. Consignments of eau de Cologne, and of hair lotions, for instance, must be accompanied by a declaration by the manufacturer to the effect that the product has been denaturated by the addition of 0.3 gram of colocyth per 1,000 c.c. The same applies also to toilet preparations containing vinegar, or prepared with acetic ether, in which case cupric chloride (4.5 grams per 1,000 c.c.) may be added as the denaturant in the place of colocyth. Preparations for application to the skin, such as creams, etc., consisting essentially of glycerine and alcohol with the addition of a perfume, will not be admitted, and the same applies if their composition resembles that of eau de Cologne.

Cheese in Collapsible Tubes Is the Latest

Newspapers are being used in a campaign to introduce a new cheese package, a collapsible tin tube, by a Chicago firm.



WILL LARGER UNITS INCREASE SOAP SALES? EXPERIENCE OF A BRITISH FIRM

We are indebted to *Advertising & Selling Fortnightly* for this interesting and suggestive article: "While the 'cake,' or tablet, of toilet and fine laundry soap is a very handy form in which to buy it, the question naturally arises whether sales would not be increased if the unit of sale were made larger without inconvenience to the user. The expedient of placing three or more tablets in a box hardly meets the objection, because the customer is always conscious that one will serve the immediate need.

"John Knight, Limited, the English soap makers, get over the difficulty by offering for sale three units of their Royal Primrose soap. This product is put up in one-pound cartons, in long bars, and in small tablets for toilet use. As representing the largest unit, the long bar is featured in the firm's advertising, which shows how this item can easily be cut into handy sized tablets by the purchaser with a piece of string or wire.

"Buying a dozen tablets of Royal Primrose may seem a large order to a thrifty housewife, but the purchase of a single large bar to be cut up into a like number of pieces strikes her as a less formidable outlay, even if the expenditure may be almost the same amount. When she understands how easily the bar may be sliced into sections of her own determining, made to fit her hand, and that soap improves with seasoning or a space on the top shelf of her cupboard, the chances are greatly in favor of her choosing the large unit when she makes her purchase."

Naval Stores Classifier Finds Rosin Misgraded

Misgrading was found in six out of seven lots of grain recently examined in New York by a classifier and grader under the Federal Naval Stores Act, according to the officials of the U. S. Bureau of Chemistry, who are charged with the enforcement of that act. The United States naval stores classifier and grader at New York found that from 30 to 96 per cent of the barrels in six of the lots, representing a total of about 1,200 barrels of pale rosins, were misgraded. Had this misgrading not been detected, the purchaser would have lost from sixty cents to \$1.50 on each sound barrel misgraded. The grading was done under the Naval Stores Act which authorizes the Secretary of Agriculture to analyze, classify or grade naval stores upon request and payment of cost by any interested party.

English Soap Firm Invades Denmark and Norway

A large English soap manufacturing firm has recently opened a small factory employing from 50 to 75 people in Copenhagen for the production of soaps used in Denmark, according to a report from Commercial Attaché Sorensen. This firm has an extensive trade in soap in the Scandinavian countries. Press notices in Copenhagen indicate that a similar soap factory will probably be established in Fredrikstad, Norway. The chief object of the establishment of both of these factories is the reduction in the cost of production through a reduction in duties paid on the finished products.

OBSERVATIONS ON THE PROPOSAL TO FORM ASSOCIATION IN THE SOAP TRADE

Every few months or so some attempt is made to bring into closer relationship those interested or engaged in the manufacture of soap and organize them as other industries are organized. These well directed endeavors are generally destined for failure from the very beginning. Jealousies, suspicion, a desire to retain some information which it is feared may be divulged through joining an association are the usual reasons which doom any attempt to unite the soap manufacturers together. Then too the objection to organization is raised because there is some pooling of general soap interests in such associations as the Bureau of Raw Materials, the American Manufacturers of Toilet Articles and the American Specialty Manufacturers' Association, which has a soap section. Most of the soap manufacturers are members of one or the other of these societies.

Our contemporary, *Chemical & Metallurgical Engineering*, recently sounded out the possibility of co-ordinating the work of soap technologists by the formation of a technical society comprising these men. In our last issue we reprinted the results of this symposium. While it is generally acceded that such an organization would prove beneficial there is a decided tone of mistrust in some of the expressions of opinion as to what benefit the other fellow is going to derive from a society of this sort. It is the expression of suspicion which we believe has caused the failure of other attempts at organizing the soap industry.

We do not deny the fact that any manufacturer is solely entitled to any economy in manufacturing processes which may be evolved by technical men in his employ. Our patent laws are woefully weak in protecting the ingenuity of the engineer and chemist employed in the chemical industries particularly. We do not see, however, how the formation of any society of soap technologists would predestinate the disclosing of information it is desired to keep secret. Other industries have such organizations and derive benefits therefrom without broadcasting trade secrets unreservedly. To anyone who talks to those engaged in soap making, it does not take long to discover that if a competitor really desires his rival's trade secrets he gets them by methods which are not considered ethical. Only the other day it was called to our attention by a dealer allied to the soap trade who said that when going through a certain large soap plant he had noticed one of the soap makers of a competing company doing laboring work at this plant. This is not the only method used to obtain information dishonestly. Just as surely as some one indicates the possession of a secret method does it excite the other fellow's curiosity to the extent that he desires to obtain it "by hook or by crook." Disorganization of an industry, with its jealousies and sus-

picious, fosters conditions of this kind. An association with a proper code of ethics would tend to lessen it.

The soap business is not dependent so much upon technical secrets. Many of the manufacturers throw open their plants to all visitors. They thus dispel any suspicion of practicing black magic in soap making. The technology as a whole is generally understood and anything new is bound to leak out in spite of precautions. The sale of soap is more dependent upon the business established, good merchandising and extensive advertising. Manufacturing short cuts may help some, but selling the goods is the big asset of this commodity. Developments in the retail merchandising field during the last years, where the jealousies among the various manufacturers have been very evident, are surely pitiable. A better understanding among soap manufacturers would most certainly result in the benefit of all. This understanding could be best brought about by an organization of some kind which all soap manufacturers entered with unbiased minds.

We commend *Chemical & Metallurgical Engineering* for its attempt to spur on the formation of some sort of understanding in the soap industry which will more closely knit the trade interests together. It is questionable as to whether the industry is ready to put aside its petty bickerings for a desire of greater advantage to all. The organization of the soap technologists would be a big stride in the right direction, although many a manufacturer might feel he could not let his technical men join because it would give his rival a vulnerable spot. We trust, however, that now that *Chemical & Metallurgical Engineering* has begun the good work it will go further with it and make something of its commendable attempt, instead of letting the trade flounder about as it has been doing.

In this view of the situation it will be worth while for soap folk to read this comment from *Chem. & Met.*:

"An Opportunity for Soap Technologists"

"Looking over the field of technical societies in different industries, it is noticeable that no such association exists among soap technologists, and the question immediately arises whether there are not numerous technical problems in soap production that might be advantageously considered through the co-ordinated efforts of technical men throughout the industry. Certainly the experience of other chemical engineering industries is that the technical association is an asset of definite value in solving problems of common interest and putting production on a higher plane. Through the correlation of research and the free exchange of ideas every unit gains an advantage that reacts to the benefit of the industry as a whole. The soap industry, although one of the oldest in the chemical engineering group, has thus far been content with the old idea that individual aloofness is a safe and profitable policy. It is true that many of the larger concerns are conducting research on an extensive scale, but co-ordination of individual efforts through the clearing house of a technical association is conspicuous by its absence.

"Among the related industries that have profited by the organization and support of technical associations, a conspicuous example is found in the paper and pulp industry. There is no denial that the members of the Technical Association of the Pulp and Paper Industry have realized tangible benefits from the reading and discussion of papers, the interchange of ideas and the organization of study and investigation of common problems. Individual viewpoints have broadened; the technology of the industry has been greatly improved and sound progress has been facilitated through the co-ordinated effort of the representatives of many mills.

"Without attempting to indicate the variety and complexity of the problems in the soap industry that might well receive the attention of a technical association, we offer the

idea on its broad merits, confident that individuals within the industry will readily perceive the work to be done and the benefit to be derived. There are more than 900 superintendents and managers directly engaged in the manufacture of soap. The value of the product exceeds \$300,000,000 per year and represents the output of approximately 350 plants. It requires no stretch of the imagination to foresee industrial as well as technical benefits through a close association of the industry's technologists."

COLORLESS FAT-SPLITTING REAGENT

In the catalytic decomposition of glycerides by the Twitchell process the original reagent used by E. Twitchell, the discoverer, was sulpho-benzene stearic acid obtained by the action of conc. H_2SO_4 on a mixture of oleic acid and benzene, says *Chemical Age*. Attention in due course was directed to the properties of sulphonates used for this purpose to the end that this extremely dark color might be improved; also it was found that the acid sludge of petroleum refining was available as a source of this catalyst. The sulphonic acids produced from these sulphonic acid sludges, however, have been found to be somewhat objectionable as fat-splitting agents due to the fact that both the aqueous glycerine solution and the fatty acid produced by the splitting process contain objectionable coloring matter and impurities derived from the fat-splitting agent. Robert E. Devine, of Cincinnati, Ohio, has devoted much study to the elimination of water-soluble impurities from the sulphonic acids obtained from this source and obtained a reagent whose use does not discolor the glycerine water. Further study to obtain a reagent from the same source which will not discolor the fatty acids, has resulted in a product which satisfies both requirements.

In the preparation of the reagent, U. S. Pat. No. 1,495,891, petroleum sulphonic sludge, such as is produced by treating heavy hydrocarbon oils with strong or fuming sulphuric acid is first washed with water to remove excess acid. The metal compounds of the sulphonic acids are then precipitated by adding a solution of aluminum sulphate to the sludge and boiling. The resulting aluminum sulphonates are separated from the mother liquor and then repeatedly washed with boiling water until substantially free from water-soluble impurities and coloring matter. The aluminum sulphonates, produced as above, are freed from all or the greater portion of free oil by extraction with hot naphtha or other suitable solvent capable of dissolving the oil but incapable of dissolving the aluminum sulphonates, and are then separated from the naphtha solution of oil by settling and decantation and are freed from naphtha by blowing with steam. When the naphtha has been removed to the desired extent the product is freed from water by heating and stirring in a steam-jacketed kettle. The dry product is substantially free from oil but if desired may be ground and again extracted with naphtha for the further removal of free oil.

The resulting product comprising aluminum sulphate is substantially free from oil and coloring matter and may be employed directly for fat-splitting or it may be decomposed by means of sulphuric acid and the sulphonic acids separated and used for fat-splitting. For some purposes, however, further purification is desirable and this is accomplished as follows: The dry aluminum sulphonates produced as described are dissolved in hot methyl or ethyl alcohol or acetone or any other suitable organic solvent, and the resulting solution is filtered through fuller's earth, charcoal or animal char or other suitable filtering medium. Coloring matter and impurities carried by the sulphonates are taken up by the filtering medium and a clear solution of the sulphate in the organic solvent is produced. The purified solution is evaporated and the solvent recovered. The residue is a purified aluminum sulphate which is well adapted for use as a commercial saponifier.

Features to Be Found on Other Pages

Readers of the SOAP SECTION may find items of interest in our Trade Notes, as well as in Patents and Trade-marks and Washington and Foreign Correspondence.

CONCERNING ALBUMIN SOAPS*

By Dr. Hugo Kühl, Berlin

The albumin colloids are valuable in the technical preparation of soaps in two directions. In the first place they possess a large cleansing effect, then also they keep the skin pliable. To the latter quality they owe their extensive utilization in cosmetics, a utilization which is older than the knowledge that they possess a cleansing effect. Such quality is possessed in a high degree both by fresh, "genuine" albumin, and also by that which breaks up. Of this we may convince ourselves very easily by a trial. If we dilute the albumin, more correctly the albuminous solution, of a hen's egg with about a litre of water, we obtain a strongly foaming solution. If we put into this solution soiled, even colored fabrics which, for the better reception of the albuminous solution, had been previously moistened and then wrung out, and vigorously shaken for about 20 minutes—most satisfactorily by use of a good washing machine (by application of laundry practice)—we note the simply astounding cleansing of the fabrics. This does not at all surprise the chemist familiar with colloids, for all the conditions demanded of a good laundry compound are met. We have colloids which soak up the dirt (action of the smallest mass particles) as well as those which carry it away, the latter-producing colloids.

Any other albumin may be used like the egg albumin, a fact which, as we shall explain in greater detail, is of great significance for the laundering for the trade.

If we take old cheese curd, which is easily obtainable at low cost and in considerable quantities, because it is bacterially spoiled (bitter curd—running curd) and is therefore of no use for cheese manufacture, we have an excellent cleansing agent. Curd consists essentially of casein which contains traces of fat up to 1 per cent if it was made of skimmed milk. By itself it does not dissolve in water like the genuine hen's egg albumin and it does not possess the property of forming colloidal solutions; it is these, however, that possess the cleansing property, because colloids are active only in solution. Curd, however, swells up in water to a colloidal solution in the presence of small quantities of ammonia or alkali. It then forms glassy (gelatinous) masses. Old curd of no use for cheese manufacture (see above) very rapidly passes into this state of itself because it is then capable of colloidal solution. The same happens at the beginning of disintegration, since this is connected with ammonia development. Artificially the transposition of the insoluble modification into solution is effected by small quantities of alkali. If 100 parts of curd are worked up with 1 part of water-free soda, a colloid-soluble albuminous mass is obtained, and this possesses the above mentioned valuable properties.

After these introductory remarks I wish to refer critically to some patent essays. By the D. R. P. 112,456 a certain process for preparing soap containing albumin is protected, which is characterized by mixing natural albumin, i. e., the entire contents of a hen's egg, with formaldehyde, which is then added to the fat and lye by the cold process.

According to another German patent (D. R. P. 122,354) formaldehyde-albumin is added to pulverized soap, and the mass thus formed is then worked up in the customary manner.

Both patents use the albumin in a special combination with formaldehyde which transposes it into an absolutely insoluble state. It is for this reason that formaldehyde finds application in the manufacture of hats. The felt impregnated with solution of albumin is treated with formaldehyde and becomes impervious to water and stiffens. Besides, formaldehyde is the most important house disinfectant because it rapidly kills bacteria and other germs. Finally, I must mention its property to bind ammonia; there is formed an entirely odorless compound which is used medicinally. However, the reason why the combination of formaldehyde and albumin is chosen, in order to bring it together with soap, especially toilet soap, is not quite clear to me. I can possibly imagine that it is for the purpose of preventing the tearing down or disintegration of the albumin, avoiding the danger that the soap might have an ammonia odor or might smell even of sulphuretted hydrogen. The double aspect of the albumin mentioned above is eliminated, and that means nothing else than that the addition of albumin is purposeless.

Purposeless and uneconomical is, of course, also the use of the entire hen's egg; the lecithin phosphoric acid of the yolk has in reality a greater physiological value as food than it has in soap manufacture, although in the year 1877 a patent was issued (No. 21,247, Kl. 23), according to which it is claimed that a soap containing a primary sodium phosphate insures the highest utilization of the fatty content that can be expected reasonably, that it removes the dirt in a remarkably easy way and that it imparts to toilet soap the greatest softness.

The absorption effect of colloids I have pointed out in a small treatise on special soaps. To this I refer in this connection when I take into consideration the possibility, which is thinkable, of using instead of the combination of formaldehyde and albumin this (i. e., the albumin) is used by itself alone.

1. I assume that for albumin fresh curd is used.

a. The curd is worked in and mixed with a weakly alkaline soap powder or with weakly alkaline grated soap; the curd addition amounts to 10 per cent. Then the excess of alkali present in the soap is used for making available the curd, i. e., for its transposition into soluble colloidal form. The albumin mass is, so as to speak, used for the neutralization of the soap. This idea is not new. Even the patent No. 122,354, if I recollect, emphasizes the preparation of neutral soaps, and in the patent No. 193,562 a method for preparing neutral soaps is protected which in a special manner, to be sure, but yet an evidently similar manner, provides for the neutralization by use of albuminous materials.

b. The curd is mixed with a soap neutral to begin with, as above. The disinfecting quality of the soap suffices to prevent decomposition of the albumin. The curd as such is transformed only after considerable time, therefore slowly, into a colloiddally dissolved mass.

2. The curd used is already in process of decomposition, which becomes apparent by the emission of an ammonia odor.

a. The curd is worked in with neutral soap by the cold process. The soap smells of ammonia only in a slightly

*From *Seifensieder Zeitung*, Vol. 51, August, 1924.

perceptible way. The ammonia odor present may be taken into account in the perfumery process. (Toilet soaps.)

b. The ammonia-alkaline curd, after determining the free alkali, is mixed with a corresponding quantity of fatty acid, and then with neutral soap.

These examples may suffice to show that the soap manufacturer is able to dispense with formaldehyde.

I ought to mention that by patent No. 221,623 a method is protected according to which an alkaline or sulphur alkaline solution of albumin is warmed with a quantity of fatty acid indicated by the alkali. Although the discoverer does not proceed in the way described by me, his method shows without doubt that formaldehyde may be dispensed with.

The methods which have been followed to make soaps containing albumin I wish to discuss a little further, and in the next place cite briefly a method for treating vegetable albumin for the purpose of its use in soap manufacture (D. R. P. 248,958): vegetable albumin is slowly heated in glycerine up to 120 deg. C., and is thereby caused to swell up, so that in the course of the heating process a tough rubber-like, elastic mass is formed which in thin sections is translucent.

Here also I would like to ask: Why this effort? Why this special preparation? Vegetable albumin, like animal albumin, when dry keeps absolutely, but when moist undergoes decay. The usefulness of the albumin preparation heated in glycerine might have advantages only if a greater technical significance of the soap were achieved, e. g., a greater power to produce foam. But this is not stressed in the claim for a patent, and the object also is hardly gained.

Quite interesting is the use of animal blood sera containing albumin, as the D. R. P. 265,538 provides. According to the known physiologist Abderhalden (Textbook of Physiological Chemistry, 2 ed., pp. 732, 733) animal blood sera contain beside 7 per cent albumin only 1 per cent fat. In this small quantity the fat cannot be of any influence whatsoever. The sera are worked in with the soap, the excess of water in the solution (serum water) may be evaporated. This procedure is thoroughly clear in a scientifically technical way. It is in reality a utilization patent. Economic interest it naturally possesses only where enough blood serum is obtainable at favorable prices. It would be, e. g., quite unprofitable to make use of the so-called blood albumin, for only the clear serum albumin is suitable, and this is very expensive.

Suitable sources of albumin for the soap industry are in my judgment: 1. The already mentioned curd, when it is rejected as unfit for cheese making by the dairies or cheese factories. 2. Vegetable albumin, which in consequence of the increased lupine culture on poor soils is expected to be at our disposal in ever increasing quantities; and 3. fish albumin, which, so far as I know, has as yet not been exploited for soap manufacture.

Recently the laundering of new material for stores has become increasingly important. This author was asked some time ago by the laundry association to treat this subject in the organ of the association. The laundry often meets with the problem of washing for "new" goods for the stores; that is, very delicate fabrics or fabrics printed with sensitive colors. In such cases it is of the greatest importance for the laundryman that he has laundry reagents which remove the dirt without destroying the colors, without injuring the fibres of the fabric which are often delicate. In my judgment the following are suitable for such "store washing."

1. Absolutely neutral soaps in combination with borax.
2. Soaps containing organic solution reagents, or neutral washing compounds like saponin (soap bark).
3. Neutral albumin soaps.
4. Soaps containing animal bile.

Bile, while not chemically similar to blood serum, but technically useful for soap, is of very excellent usefulness. Unfortunately, the great mistake is often made that the bile

soaps, instead of being as neutral as possible, are prepared so as to be strongly alkaline. It would give good results to soak up, in the bile, soap that is neutral if possible, and to work up the product so obtained with soap powder or with finely grated soap into a homogeneous mass. Like the serum albumin, bile produces colloids which loosen and remove dirt.

SOME STUDY OF DISCOLORATION IN SOAP MADE WITH CORN OIL AGENTS

Discoloration in corn (maize) oil soap and the possibility of preventing its development. E. G. R. Ardagh, J. C. Bell, F. S. Spence, and A. Murray, *Canadian Chem. and Met.*, 1923, 7, 302—307; 1924, 8, 7—11. The discoloration that develops in time on the surface of soap made from maize oil is not due to the color of the oil nor to sunlight, but results entirely from atmospheric oxidation of the saponified unsaturated glycerides, e. g., sodium oleate and linolate. It is impossible to make a soap from ordinary maize oil that will remain white for any length of time when exposed to the air. Even when made in an atmosphere of nitrogen the resulting soap will in time turn brown in air. Overheating of the soap during manufacture greatly aggravates the defect. Dry soap, i. e., a well grained soap or one that has been smoothed and then dried, does not become discolored so quickly as a smoothed or moist soap. The more rapid deterioration of wet samples appears to be due to the sodium hydroxide set free by hydrolysis, which acts as a catalyst of the oxidation. The presence of sodium chloride appears to delay the development of color, probably because it inhibits hydrolysis. Even first-class white commercial soaps made from maize oil will turn brown in a few hours when moistened and heated at 110°. If maize oil is very carefully heated in an inert atmosphere so that no local heating above 285° occurs, the resulting oil, if its iodine value has been reduced to 113 or less, will give a soap that resists oxidation and will remain white much longer than soap made from unheated oil. Soap made with a weak lye (10° B., d 1.074) retains its whiteness much longer than that made with a lye of 18° B. (d 1.143).—*Journal of the Society of Chemical Industry.*

THE ODOR OF HARDENED FATS

In the case of hardened fats it is often observed that after a shorter or longer time they give off a disagreeable odor. If the hydrogen necessary for the hardening is used once this manifestation is little observable, but it becomes much stronger if the hydrogen is repeatedly used in the absorption vessels. From this it is concluded that the odorous substances are formed during the process of hydrogenation.

Even well refined oils take on this odor. During storage of hardened fats in the air this odor becomes stronger, so that carbon dioxide also seems to have some influence upon the odorous combinations.

During the process of reduction a little free water is formed; if this is condensed from the circulating hydrogen, it shows a strong odor. It is then well to wash the hydrogen with lye after it has been passed through the receptacles. A solution of iron sulfate is at times also effective. But even thus fat can not be kept odorless, so that various methods are used to deodorize it, especially by the application of steam. Nevertheless the odor frequently reappears, which is very objectionable in the preparation of food. Thus it has happened that a cracker factory suffered great loss because the biscuits prepared with hardened fat became unpalatable because they assumed the odor of the fat.

Apparently the fat may be effectively deodorized by treatment for 40 to 50 minutes under ordinary pressure with a mixture of carbon dioxide and nitrogen. The odor did not then reappear later.

It is not yet clear what bodies serve as carriers of the odor in this case, it is possibly aldehydes or ketones, which are set free from the products of polymerisation or hydrogenation of the oils. Exactly as in rancidity one deals here with substances difficult to determine.—(*Oliën, l'eteen en Olvezaden.*)

PRESENT AND FUTURE OF THE ALKALIS MARKET

**Steady Prices, Fewer Contracts and Good Trade Are Outlook for 1925;
Rate Slashing Apparently Ended; Import and Export Conditions Surveyed**

Following an excellent year in which prices on alkalis were maintained and during which there was comparatively little in the way of price cutting and demoralization, the alkali consuming trades are now entering upon a new contract season. The situation as it is at the moment is interesting in the extreme and the prospects for alkalis for next year are well worth discussion. In fact, there has never been a season in which the general situation stood more in need of explanation and exposition than the one which is now about to open.

It has been the custom for many years for soap manufacturers and the other large consumers of alkalis to look for contract prices from the manufacturers about the first of September. These prices were usually announced right after Labor Day and then the scramble for desirable business began and continued well into the following year. Often it has been possible for powerful buyers to dictate not only the quantities but even the prices which they would pay for their goods and in addition to see that certain terms were written into their contracts giving them very evident advantages over some of their smaller competitors. In short, the rule has been an early announcement of contract prices, and thereafter to let each transaction stand upon its own legs. Firms trying to hold to the initial schedule have almost invariably found themselves with numerous small contracts but no large ones, the real cream of the business having gone to competitors willing to sacrifice both price and contract form to the large buyers of merchandise.

It is largely for these reasons that the alkali contract game has been an extremely unsatisfactory one. Strenuous efforts have been made by some of the manufacturing interests to alter this situation. Only a comparatively short time ago a committee was appointed and reported on a uniform sales contract which would eliminate price protection and numerous other evils which have gradually crept in and become customary in the alkali industry. Naturally, the report of the committee received hearty endorsement of the manufacturers in public. Thereafter they immediately entered into one of the worst competitive campaigns in the history of the industry and forgot all about uniform contracts and other desirable ends in the effort to line up business.

Brings Better Conditions

This virtual demoralization of the market two years ago appears, however, to have brought some of the producers of alkali to their senses. In fact, almost without exception, they have become converted to the doctrine of steadiness in prices even during the dullest periods of the year. Hence the past year has been an eminently satisfactory one for them. It has been none the less so to the consumers of alkalis. They purchased a year ago on contract as is usual, fully anticipating the usual open market break and the usual wrangling over contract adjustments. Instead, they have had a remarkably steady market. At practically all times, they have secured the best prices available in the market by taking the goods which they were obligated to take under their contracts. At no time has there been any great open market weakness and at no time has there been more than a suggestion of downward revisions of contract prices to

meet open market offerings. Hence, they have been able to compete with one another on fairly even terms in so far as alkali costs were concerned and have enjoyed and possibly become converted to the doctrine of steady, even if rather high, market prices.

At the outset of the present season the usual course of affairs seems to have been wholly upset by circumstances possibly beyond the control of both the manufacturers of alkalis and the principal consumers. Instead of an early announcement of contract prices and an effort on the part of the entire group of manufacturers to secure business on contract for delivery over the year to come, there was great reluctance on the part of the manufacturers to give even a very general idea of the prices which they hoped to secure for their goods during the next twelve months. Only in the last few days has there been an announcement of contract prices from the large manufacturers although one had been momentarily expected ever since the first of September.

Election Not Responsible

It was rumored in the market during the month of October that the producers were holding off until after the election before making a formal and general announcement of their price policy for the coming year. This was accepted as true in most directions. In fact, some went so far as to point out what seemed to be logical reasons for such a course. They stated that the fear of a radical element in government, or the belief in possible substantial changes in foreign policy and tariff schedules, had made the manufacturers of alkalis uncertain as to the course which they should pursue. In addition, they uttered the belief that should there be no substantial change indicated by the vote, there would be an immediate announcement of prices and a rush to take on contracts in the usual volume. Some of them even indicated that they feared the result of delayed announcements would be such a flood of contract writing as would bury the organizations handling it.

This in fact proved to have a basis in truth. The election was barely over and the returns in to indicate a continuation of present policies in regard to tariff for at least another two years, when the leading producers of alkalis formally announced that they were ready to accept contract business over the year 1925. The initial price announcement showed a schedule which is identical with that which has been in effect over practically the whole of 1924. Both caustic soda and soda ash, in other words, are to be quoted on contract at the same levels as those now prevailing on current business.

At the same time, the leading manufacturers of alkalis state that they received unusually few calls for contracts prior to the announcement of a price policy. In addition, it is apparent from operations in the market since that announcement was forthcoming that the consumers are not particularly concerned over the lateness of the season and that many of them will not sign contracts at once, if indeed they do so at all during the present season. Undoubtedly, there will be contracts made under the terms as laid down in the recent announcement, but it looks as if the usual drive for contract business would not only not be

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in evidence but that the entire contract season would show materially lighter sales than have been the rule in the previous years.

In regard to the price situation in general and particularly with reference to the possibility for later changes in the announced schedule, it may be said at once that there is no prospect of anything in the way of a reduction in the schedule. The alkali industry has had a satisfactory year and manufacturers are well determined to keep the situation in such a position as will net them fair profits and not at the same time lay them open to undue competition or charges of maintaining unduly high price levels.

Present Prices Considered Equitable

As compared with the pre-war levels, they believe that the present prices of alkalis are just and equitable. In fact, some of them believe that even higher levels are justified by their present costs of production. They show that raw materials, coal, transportation and labor charges are far higher in proportion to the pre-war levels than are the prices of their finished products. At the same time, they appear to be making profits which are fairly satisfactory.

The possibility of advances in prices has been the talk of the market for several months back. It had been asserted that the announcement of contract quotations would show advances of at least 20 per cent in the prices of alkalis for the coming year and good and sufficient arguments to support this contention have been drawn from costs of production. At the same time, it may be said that the alkali industry has never resorted to unduly high price maintenance. It has been unable to do so because competition in the industry has been keen. It has further been unwilling to do so because the alkali producers as a group are too good business men not to realize the fallacy of such action. Predictions are notoriously dangerous, but a fairly good guess after consulting practically all of the leading producers of alkalis is that prices throughout the coming year will remain at the levels just announced, which do not differ materially from those which have been in effect throughout 1924.

Conditions in the open market are likely to be quite stable during the coming year. There have been no cheap contracts made with the resellers which might bear the germs of later open market price cutting. The less-than-carlot business is and seems likely to remain in the hands of the manufacturers, or at least in the hands of those who cannot be termed price cutters. Business in the open market, however, seems likely to be somewhat heavier in 1925 than it has been during the past year. More of the consumers and some of the most important ones are not likely to be very well covered on contract. That they will be steady open market buyers is almost a certainty, although there is not much indication that they will be "shoppers" in the evil sense of that word.

"Decline Clause" Less in Evidence

The question of the troublesome "decline clause" in the contracts which will be signed has been less to the fore this year than usual. This is doubtless because there has been practically no contract business done during the past few months. There are indications that some of the manufacturers will take a firm stand against protection against price declines, at least at the start of the season. There is not much hope that this will be carried through to a very general abolition of the protection clauses from alkali contracts. The practice of the trade and the insistence of

many buyers upon such clauses in their contracts constitute obstacles which are not easily overcome. Some of the manufacturers will undoubtedly write contracts on the same forms used last year and it may be said at once that most of these carry "decline clauses." Further, there is not likely to be the objection to such clauses upon the part of the manufacturers which has been the rule in recent years owing to the fact that there is no indication that the clauses will be other than meaningless. There is nothing at all to indicate that there will be declines of which advantage might be taken during the coming season.

The alkali manufacturers are banking upon a rather heavy export trade during the coming year. During the past twelve months they have at times enjoyed some excellent export business. At the same time conditions in the export market have not been what they should have been by any means. During a large part of the year British competition in Brazil and in Japan took the form of a serious price slashing campaign. At no time were the American producers wholly shut out of these important markets, but at the same time they were able to get the business only at the cost of most of the profit in these transactions. Conditions in both these markets are now more settled than they have been in many months and the totals of American exports to these as well as to other countries have been very satisfactory. It is generally anticipated that this will continue during the next few months and probably during the whole of the coming year.

Alkali Export Association Works Well

The United States Alkali Export Association has handled the bulk of the business during 1924 and for the first year in its existence has apparently justified its cost. It has been able through its agency plan to handle most foreign countries in systematic and effective fashion and the manufacturers who are members of the association express themselves as well pleased with the results of its work during the past year. It has also indirectly assisted in the stabilization of the domestic market in that it has from time to time purchased and exported troublesome surpluses of so called "outside" brands which have been an imminent peril to the steadiness of the domestic situation. This policy, which is a new development, has been of tremendous value to the alkali manufacturers and to consumers on contract as well.

The prospects for foreign alkali are extremely unsettled. In so far as caustic soda and similar American standard products are concerned, the only fear of foreign manufacturers is in the export markets. Neither British nor Belgians are able to place caustic soda in this market at levels which can compete with the domestic producers. There is always competition in the foreign markets but the domestic producers do not fear it excessively so long as it does not take the form of price cutting such as that which went on in Japan and Brazil early this year. They welcome straight competition and apparently they have waxed fat upon it.

Foreign potash alkalis have had a rather sensational advance, after a period of intense depressions early in the year. It is very probable that while ample supplies of caustic potash of foreign manufacture will be available during most of the coming year, prices will be high and there may be periods during which it is almost impossible to secure supplies. The Dawes plan has worked both ways in this respect. It will undoubtedly aid German industry, but in this very process it will tend to prevent extremely

cheap offers of merchandise from manufacturers there by enabling them to hold for more satisfactory prices. As an aid in this process, the recent agreement between Hamburg exporters of caustic potash and similar items will probably figure strongly. It is likely that the consumers here will be able to get plenty of caustic potash but it is virtually certain that they will not get it at the prices which prevailed early in the present year.

Domestic manufacturers of potash alkalis have not been doing a great deal during 1924. They have been unable to do much on account of the prices at which German goods have been offered in this market. During the past month they have been a bit more active and it is likely that any continued advance or even any general firmness of prices during the next few months will result in somewhat better offerings of American goods. What prices can be named on these offerings which will give the manufacturers a margin on the business cannot be determined, but indications are that levels only slightly higher than today's quotations may be fairly satisfactory to them.

Confidence Should Rule

The soap manufacturer then may prepare for 1925 on the basis of at least the prevailing prices on alkalis. He will have the chance to make a contract if he cares to do so but every indication is that he will not be urged to buy for future requirements. The tendency of the manufacturers is away from the contract obligations, although they will sell on contract if requested. The soaper is not likely to pay much more for his alkalis next year than he paid this year, unless he was the beneficiary of an extremely liberal 1924 contract arrangement. Indications are for no great change in prices and certainly for no lower quotations on contract business. Open market buyers will probably be able to operate steadily and without great worry over the price situation. In any event, they will be able to stock moderately without fear of an adverse turn of affairs and they may profit slightly by temporary fluctuations caused by the fact that fewer contracts than usual seem likely to be made.

That the market will fully justify confidence on the part of the consumer cannot be doubted. If he prefers to contract he can do so without fear. If he wishes to buy currently, he is not likely to lose by doing so. In short, it looks like a satisfactory position to both buyers and sellers for 1925 and there is no reason for anyone getting excited over the fact that the season started two months late and to date has been an extremely unusual one.

Glycerine Situation in the Netherlands

Acting Commercial Attache Samuel H. Cross, Brussels, has reported to the Department of Commerce relative to the production of glycerine in The Netherlands in part as follows: "The production capacity is apparently sufficient for home consumption, but there is a fair amount of brokerage in foreign glycerines, which is governed by exchange and price relations. It is estimated that the production is 1,200 tons annually, with a consumption of approximately 1,800 tons. The principal destinations of exports are Germany, France, and the United States."

"Most of the glycerine produced in the Netherlands originates in soap manufacture. The larger manufacturers split the fatty acids and the glycerine themselves, but there are also several plants which perform this operation for account of the less important soap producers. The crude glycerine is then sold to the refineries for purification, the largest of such plants being located at Naarden. The most important deglycerinizing plant is at Meppel. The important tallow candle manufacturers producing glycerine are located at Gouda and Schiedam."

FEATURES OF SOAP MATERIAL MARKET

(Continued from Next Page)

Further, it may be said that there has been less contract business closed to date than ever before. This is due not only to the failure of the manufacturers to formally announce their contract price schedules but also to the fact that some of the large contract buyers appear to be in no haste to contract for goods. They have looked the situation over carefully and can see no chance of a stringency or anything which would make contract purchasing more advisable than open-market buying. Accordingly, they care little for contracts this year. A fuller discussion of alkali prospects will be found on another page of this section.

In regard to imported potash alkali and other chemicals of foreign origin, the situation shows little change. There is a tendency toward greater firmness, but it has been reflected only to a minor degree in actual price advances. The recovery of Germany, however, seems likely to result not in a flood of goods, but in firmer export prices owing to currency stabilization. If this is the case, the domestic manufacturers will again secure at least their share of the business from which they have been very largely excluded for a year or two. Indications, however, do not point to any material rise in the prices of the domestic manufacturers, either at once or in the near future.

Other Soap Materials

The steady rise in the price of rosin continued unabated during the last month. There has been an increase in domestic buying, partly from the soap trade and partly from paint and varnish industries, but the export movement is still to the fore in keeping down stocks and keeping up shipments. Stocks in the South at the close of October amounted to 225,696 barrels, as against 300,571 barrels last year, 319,647 two years ago, and 321,924 in 1921. Receipts have been slightly smaller this year than those of last, but by far the greatest factor in the reduction in stocks has been the steady movement of goods to foreign ports and to a minor extent into domestic consumption.

Aside from the rosin group, there has been little change in prices during the past month. The situation in general has shown signs of improvement, but the tendency is not sufficient to affect prices materially or to cause undue optimism in the market for soap manufacturers' supplies.

RECENT SOAP TARIFF DECISIONS

No. 47853.—LEMON SOAP—SUFFICIENCY OF PROTEST.—Protest 8351-G of Bernard, Judae & Co. (New York). Perfumed soap in the form of lemons, classified at 60 per cent ad valorem under paragraph 1419, tariff act of 1922, is claimed dutiable at either 15 or 30 per cent under paragraph 62.

Opinion by McClelland, G. A. On the authority of Abstract 47451 the lemon soap in question was held dutiable at 30 per cent under paragraph 82. The citation of paragraph 62 instead of 82 was held not fatal and the protest was sustained. G. A. 8006 (T. D. 36897) and Carter v. United States (1 Ct. Cust. Appls. 64; T. D. 31033) cited.

No. 47903.—LEMON SOAP.—Protest 29465-G of Bernard Judae & Co. (New York). Soap in the form of lemons, classified as artificial fruit at 60 per cent ad valorem under paragraph 1419, tariff act of 1922, is claimed dutiable under paragraph 82.

Opinion by McClelland, G. A. In accordance with Abstract 47451, the lemon soap in question was held dutiable at 30 per cent under paragraph 82.

Sulphurated Olive Oil Industry of Italy

A detailed and interesting report has just been received by the Department of Commerce from Consul in Charge, Leon Dominian, Rome, Italy, regarding the sulphurated olive oil industry of the Rome district. This report has been compiled as a result of interviews with producers and the addition of official statistics, and may be received by writing to the Foodstuffs Division, Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington, D. C. Refer to report No. 14619.

MARKET REVIEW ON TALLOW, ETC.

TALLOW

(Written Specially for This Journal)

Latest sales of the New York Extra grade took place today at 9½¢ delivered to buyers' plants, and is the top price reached on the recent upward reaction.

Greases are somewhat firmer with good quality House Grease selling at 9c per pound loose ex-producers' plants, and other grades at relative prices.

The markets in the middle west and at western points have a firm tone with prices maintained at the recent 10c level for Prime Packer Tallow.

Indications point to sustained prices in the near future and the possibility of a further advance.

November 13, 1924.

TOBIAS T. PERGAMENT.

GLYCERINE

(Written Specially for This Journal)

Since our review of October 14 there have been changes in the prices of other grades of glycerine, but the quoted figure for chemically pure has remained at 19c in bulk. There has been a lack of demand for dynamite and crude, but the good buying of chemically pure continues. While some shading of the price of the latter grade has been apparent it has been mostly on the part of second hands, who have some low-priced contracts and are taking their profits; the quantity of such material is not large and ought to be soon exhausted.

Some improvement in the glycerine situation was expected after election, but it has not manifested itself thus far; in fact the general situation is somewhat easier. It is believed by many that prices will improve later on, and it does seem that the high price of fats and oils ought to have some influence on the value of the by-product of soap manufacture.

November 14, 1924.

W. A. STOPFORD.

VEGETABLE OILS

(Written Specially for This Journal)

The Vegetable Oil market has been quite active and strong lately and the outlook for the immediate future, for some commodities, points to still higher levels.

Cocaoat Oil for nearby delivery is scarce. November and December deliveries are firmly held at 10½¢ New York, while 9¾¢ Pacific Coast was paid for five tanks spot Manila Oil. A large volume of Cocaoat Oil recently changed hands for January/February/March at 9¼¢ and later at 9½¢ lb. Pacific Coast.

Palm Oils for nearby deliveries are also very scarce and the recent advance in sterling exchange has created higher levels for future deliveries. Genuine English Lagos Palm Oil sold this week to the tin plate trade at 10c New York and 9¾¢ New York was paid today for November/December shipment from abroad. Niger Oil sold yesterday at 8¾¢ New York and importers are quoting this price for November/January shipments from Africa.

Crude Cottonseed Oil had a slight advance this week and refiners have been buying forward deliveries in a larger

way. Crude Corn Oil has also been in good demand and sales were made today for November at 9¾¢ f. o. b. Mill.

Olive Oil Foots are slightly firmer with importers quoting 9½¢ New York for November/December delivery. New crop foots are nominally quoted at 9¼¢ New York.

November 13, 1924.

A. H. HORNER.

INDUSTRIAL CHEMICALS

The trend of prices during the month has been toward slightly higher levels as has been the rule throughout the entire industrial structure. Notwithstanding this, the fact remains that soap manufacturers will be able to buy their principal chemical constituents, namely, alkalis, at the prices which have prevailed during 1924 on contract for the 1925 season. The long delayed announcement of contract prices on alkalis was made on November 11, practically two months later than usual. The situation is about what was expected despite the fact that prices are no higher as had been predicted in certain quarters.

(Continued on Preceding Page)

SOAP MATERIALS

Tallow and Grease

Tallow, New York, Special 9¾¢. Edible, New York, 11¼¢. Yellow grease, New York, 8¾¢. White grease, New York, 8¾¢.

Rosin, New York, November 15, 1924:

Common to good.....	7.50	I	7.50
D	7.50	K	7.50
E	7.50	M	7.50
F	7.50	N	8.00
G	7.50	W. G.	8.65
H	7.50	W. W.	9.25

Starch, Pear, per 100 lbs.....	\$3.87 @
Starch, Powdered, per 100 lbs.....	3.97 @
Stearic acid, single pressed, per lb.....	.10½ @
Stearic acid, double pressed, per lb.....	.11½ @
Stearic acid, triple pressed, per lb.....	.13 @
Glycerine, C. P., per lb.....	.19
Glycerine, dynamite, per lb.....	.17½
Soap lye, crude, 80 per cent, loose, per lb..	.12
Saponification, per lb.....	.13 @

Oils

Cocaoat, edible, per lb.....	.12½ @
Cocaoat, Ceylon, Dom., per lb.....	.11¼ @
Palm, Lagos, per lb.....	.10 @
Palm, Niger, per lb.....	.08¾ @
Palm, Kernel, per lb.....	.10¾ @
Cotton, crude, per lb., f. o. b. mill.....	.08½ @
Cotton, refined, per lb., New York.....	.10½ @
Soya Bean, per lb.....	.13 @
Corn, crude, per lb.....	.12½ @
Castor, No. 1, per lb.....	.17 @
Castor, No. 3, per lb.....	.16½ @
Peanut, crude, per lb.....	.13 @ nom.
Peanut, refined, per lb.....	.16 @
Olive, denatured, per gal.....	1.18 @
Olive Foots, prime green, per lb.....	.09¾ @ .10

Chemicals

Soda, Caustic, 76 per cent, per 100 lbs.....	3.20 @ 3.20
Soda Ash, 58 per cent, per 100 lbs.....	1.38 @ 1.45
Potash, Caustic, 88@92 per cent, per lb. N. Y.	.07¼ @ .07½
Potash Carbonate, 80@85 per cent, per lb.	.05¾ @ .06¼
N. Y.05¾ @ .06¼
Salt, common, fine, per ton.....	15.00 @ 24.00
Sulphuric acid, 60 degrees, per ton.....	9.00 @ 11.00
Sulphuric acid, 66 degrees, per ton.....	14.00 @ 16.00
Borax, crystals, per lb.....	.04¾ @ .05¼
Borax, granular, per lb.....	.04¾ @ .05¼
Zinc Oxide, American, lead free, per lb.....	.07½ @ .08¼

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York,
New

7.50
7.50
7.50
8.00
8.65
9.25

.19
.17½
.12

nom.
.10

3.20
1.45
.07½
.06¼
24.00
11.00
16.00
.05¼
.05¼
.08¼